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82nd YEAR

NOVEMBER, 1959

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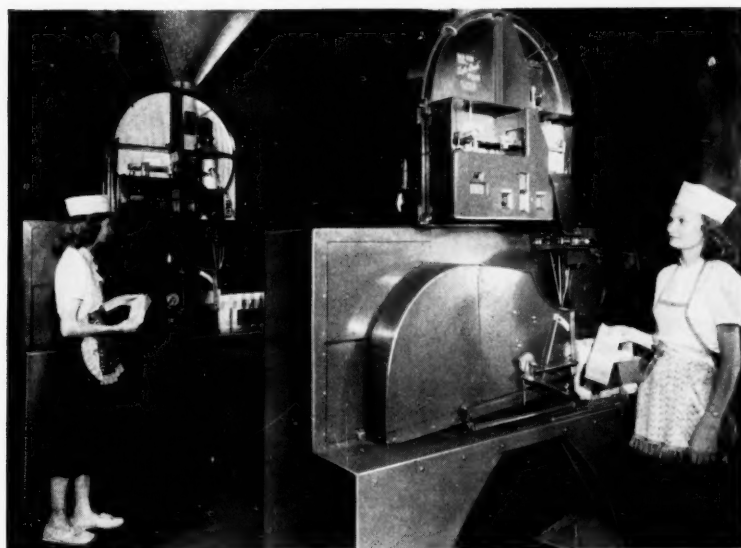
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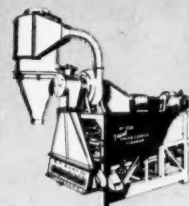
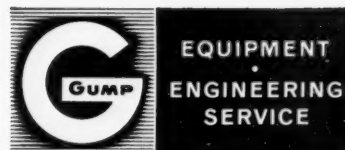
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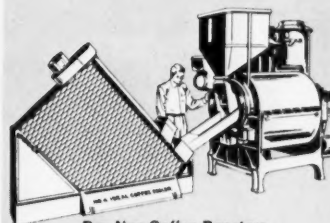
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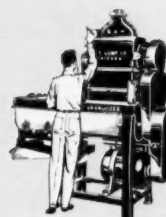
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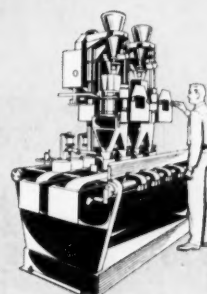
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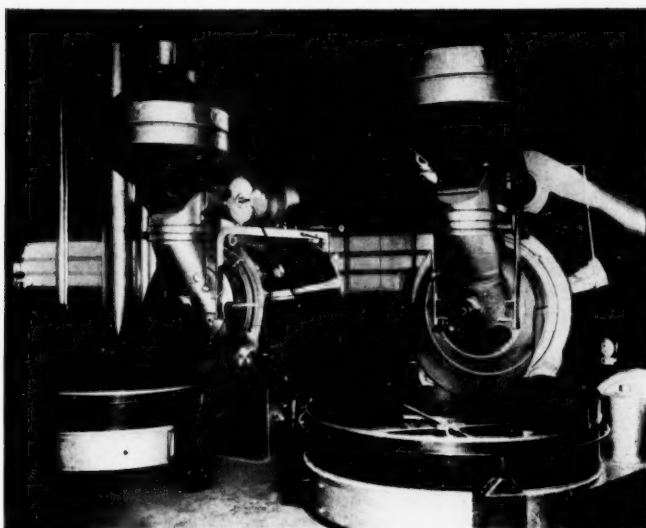
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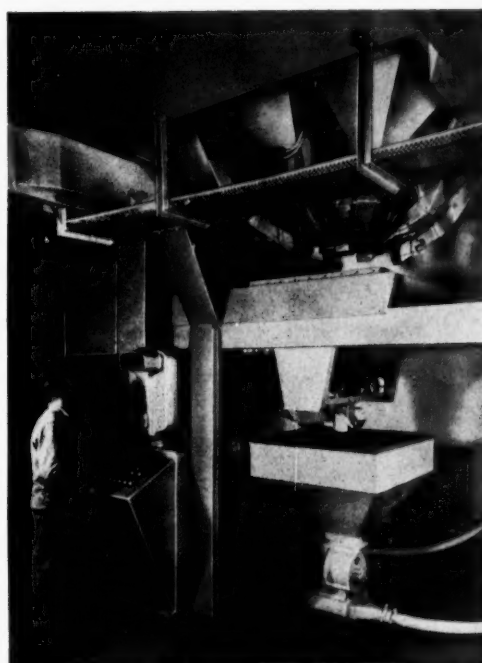
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This is the material in the special November, 1958, issue of Coffee & Tea Industries (formerly The Spice Mill) which immediately became one of the most widely sought after publications to appear in this industry.

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Recent advances in our knowledge of coffee trees

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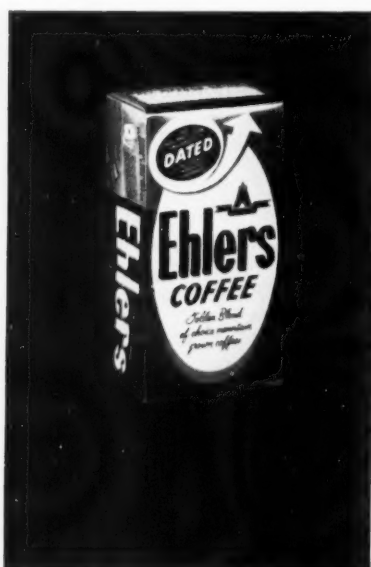
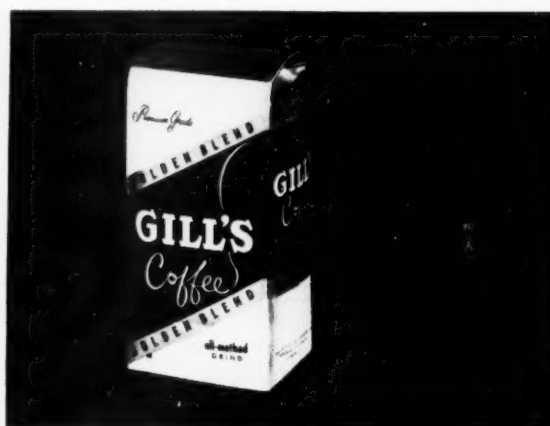
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COFFEE & TEA INDUSTRIES and The Flavor Field

82nd Year

Nov. 1959

Vol. 82, No. 11

A decade in coffee and tea transportation

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82nd Year



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NOVEMBER, 1959

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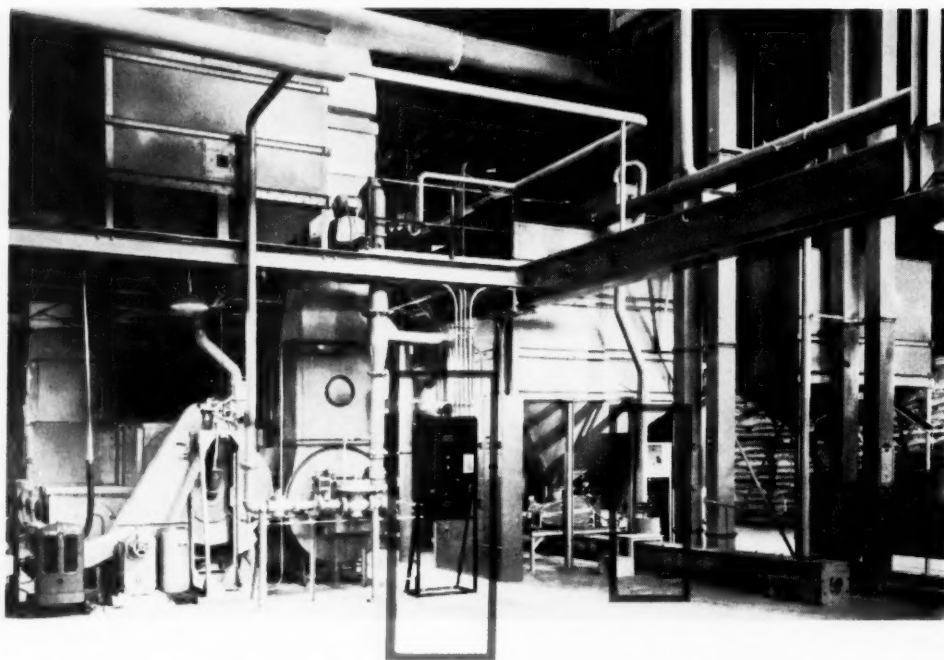
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A decade in transportation of coffee and tea

It was ten years ago that COFFEE & TEA INDUSTRIES, formerly The Spice Mill, began publishing the Ship Sailings department. The department has run in every issue since — including this one — and will continue to appear regularly. As we hoped then, and has been confirmed many times since, it fills a need.

Behind the inauguration of Ship Sailings was a simple thought: provide coffee and tea people with a consolidated shipping schedule of sailings of interest to them. In one spot, assorted and assembled for them, make available key details on ship sailings from coffee and tea ports for any date in the next few months.

The real anniversary of Ship Sailings goes back more than a year before 1949, when it first appeared in print. During that preliminary year, the idea was carefully explored. Coffee and tea men were checked. Steamship lines and agents were consulted. Formats were worked out and improved and improved again.

In the decade since it first appeared, the Ship Sailings section has become accepted as a service to the coffee and tea fields — almost, through its monthly regularity, one which is taken for granted.

Here lies the purpose for the focus in this issue on "A decade in transportation."

It was indicated to us, by some people in the trade, that the tenth anniversary of Ship Sailings should not go unmarked.

But to us, a decade of Ship Sailings meant more than an anniversary of a useful department. It meant a significant decade in the coffee and tea activity represented by the department — transportation.

That is why the anniversary of Ship Sailings is observed in this issue in the broadest sense — with the largest single collection of articles on coffee and tea transportation to appear in an industry publication.

After all, this was the decade when patterns of coffee and tea movements shifted drastically. During these ten years, for example, Paranagua caught up to Santos as the main shipping port for Brazil's coffee . . . Africa became an important source of coffee for the United States . . . tea moved from producing countries in ships which cut big slices from transit time. This was also a decade of progress in the ports themselves, in facilities, equipment, methods.

This, then, is what is reflected in the following pages — changes in the pattern of coffee and tea transportation in the decade since Ship Sailings first saw print.

a decade in transportation

Table 1
Shipping weight of United States waterborne general
imports of raw coffee by port of unloading: 1958
(1,000 pounds)

Total (all ports)	2,687,279
New York	1,431,681
New Orleans	439,605
Houston	251,470
San Francisco	217,504
Jacksonville	88,515
Los Angeles	63,523
Baltimore	52,005
Portland, Oregon	29,655
Boston	29,586
Oakland, California	20,952
Other ports	62,783

Table 2
Shipping weight of United States waterborne general
imports of tea by ports of unloading: 1958
(1,000 pounds)

Total (all ports)	115,518
New York	61,452
San Francisco	9,801
Boston	7,547
Norfolk	7,166
Galveston	6,494
Baltimore	5,666
New Orleans	4,867
Houston, Texas	4,578
Savannah	3,738
Newport News	1,001
Other ports	3,209

Table 3
Net weight of U. S. imports for consumption
of raw coffee from principal countries of origin
(1,000 pounds)

Continent and country of origin	1958	1948	1938
Total	2,666,262	2,770,552	1,927,126
North America:	559,200	329,719	245,345
Mexico	139,744	63,205	49,906
Guatemala	116,677	109,118	99,910
El Salvador	95,741	115,940	71,666
Nicaragua	39,709	29,217	15,568
Costa Rica	39,991	42,365	13,733
Haiti	27,076	14,207	18,112
Dominican Republic	50,119	19,303	6,061
Other countries	36,443	8,550	10,748
South America:	1,703,923	2,365,495	1,636,700
Colombia	561,582	703,391	452,990
Venezuela	70,401	73,131	23,951
Ecuador	47,820	16,773	9,033
Peru	30,393	368	51
Brazil	905,613	1,530,673	1,700,753
Other countries	5,954	660	61
Europe	-	-	278
Asia	10,949	4,094	15,203
Australia and Oceania	-	-	-
Africa:	392,019	43,259	36,602
French West Africa	40,307	-	-
Angola	92,515	25,613	1/ 5,990
Belgian Congo	67,313	15,083	5,178
Ethiopia	60,371	5,665	329
British East Africa	101,358	3,273	25,170
Madagascar	20,413	-	-
Other countries	9,441	590	33

1/ Includes Cape Verde Islands and Portuguese Guinea.

how coffee and tea

By J. EDWARD ELY, Chief
Foreign Trade Division
Bureau of the Census
U. S. Dept. of Commerce

Coffee and tea originate in a wide range of countries and move to the United States in relatively small shipments. Some 25,000 to 50,000 shipments of coffee and 5,000 to 10,000 of tea enter the United States in a year.

The average coffee import shipment is less than 100,000 lbs. (50 short tons) and the average tea import shipment is less than 20,000 lbs. (10 tons).

Practically all coffee and tea imports move to the United States in liner-type vessels, that is, those having predetermined and fixed sailing schedules. Very little tea and coffee are carried by irregular or tramp vessels, which are the predominant carriers of commodities in bulk. The import shipping pattern for each of these products is therefore

Table 4
Shipping weight of United States waterborne general
imports of raw coffee unladen at the port of New York,
selected countries of lading by country of origin: 1958

Country of lading	Country of origin	(1,000 pounds)
GUATEMALA		36,958
Guatemala		29,072
El Salvador		7,887
VENEZUELA		61,647
Colombia		772
Venezuela		60,874
ANGOLA		71,497
French West Africa		247
Angola		68,281
Western Portuguese Africa		329
Belgian Congo		2,640
BRITISH EAST AFRICA		91,889
Angola		267
Belgian Congo		22,765
Ethiopia		101
British East Africa		67,189
Madagascar		1,566

are transported to the United States

More liner-type vessels carry these commodities to more ports than is true of most other products. They are shipped on a surprisingly high proportion of vessels arriving here . . .

diffuse and makes use of a very high proportion of the vessels arriving at United States ports.

Table 1 shows the amount of raw coffee arriving at the ten leading United States coffee-importing ports in 1958. While the ten leading coffee ports handled almost all the imports, coffee was landed at some 28 other United States ports. This is in contrast to imports of other products, which generally show fewer importing ports. For example, bananas in 1958 were imported at only seven ports other than the leading ten banana-importing ports. This contrast partly reflects the more limited ports of call for the refrigerator vessels necessary for banana imports, but it also reflects the fact that coffee does not move in full vessel lots and therefore tends to be imported in a relatively large number of vessels and therefore into a wider diversity of ports.

Table 2 shows the amount of tea arriving at the ten leading United States tea-importing ports. Tea follows the coffee pattern in having 20 importing ports, in addition to the leading ten. Table 2 also shows that while tea and coffee both have New York as the leading importing port,

(Continued on page 56)

Table 5
Net weight of U. S. imports for consumption
of tea from principal countries of origin
(1,000 pounds)

Continent and country of origin	1958	1948	1938
Total	103,418	93,394	81,372
<u>North America</u>	<u>694</u>	<u>151</u>	<u>126</u>
<u>South America</u>	<u>420</u>	-	-
<u>Europe</u>	<u>3,300</u>	<u>27</u>	<u>2,682</u>
Netherlands	2,272	1	11
United Kingdom	712	25	2,671
Other countries	16	1	(*)
<u>Asia</u>	<u>94,374</u>	<u>87,106</u>	<u>78,556</u>
Ceylon	39,429	45,075	22,115
India & Pakistan	29,522	26,113	12,173
Indonesia 1/	15,842	3,770	20,839
Taiwan	6,106	2,588	2/
Japan	2,973	4,746	17,086
Other countries	501	2,815	5,513
<u>Australia and Oceania</u>	-	-	(*)
<u>Africa</u>	<u>4,630</u>	<u>4,107</u>	<u>9</u>
British East Africa	3,658	1,989	9
Other countries	1,104	2,117	-

1/ Less than 500 lbs. 2/ Netherlands Indies prior to 1940
3/ Included in total for Japan

Table 6

Shipping weight of United States waterborne general imports of tea unladen at the port of New York, selected countries of lading by country of origin: 1958

Country of lading	Country of origin	(1,000 pounds)
UNITED KINGDOM		2,604
United Kingdom		217
Iran		128
India		1,357
Ceylon		557
Republic of Indonesia		17
Taiwan		61
Belgian Congo		7
British East Africa		106
Mozambique		41
Federation of Rhodesia		115
NETHERLANDS		7,447
Netherlands		680
India		847
Ceylon		1,618
Republic of Indonesia		4,026
Taiwan		45
Japan		6
Belgian Congo		84
British East Africa		50
Mozambique		78
Federation of Rhodesia		13
TAIWAN		3,870
Taiwan		3,552
Japan		318
JAPAN		1,033
Taiwan		49
Japan		984
BRITISH EAST AFRICA		1,469
Belgian Congo		200
British East Africa		1,268

WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

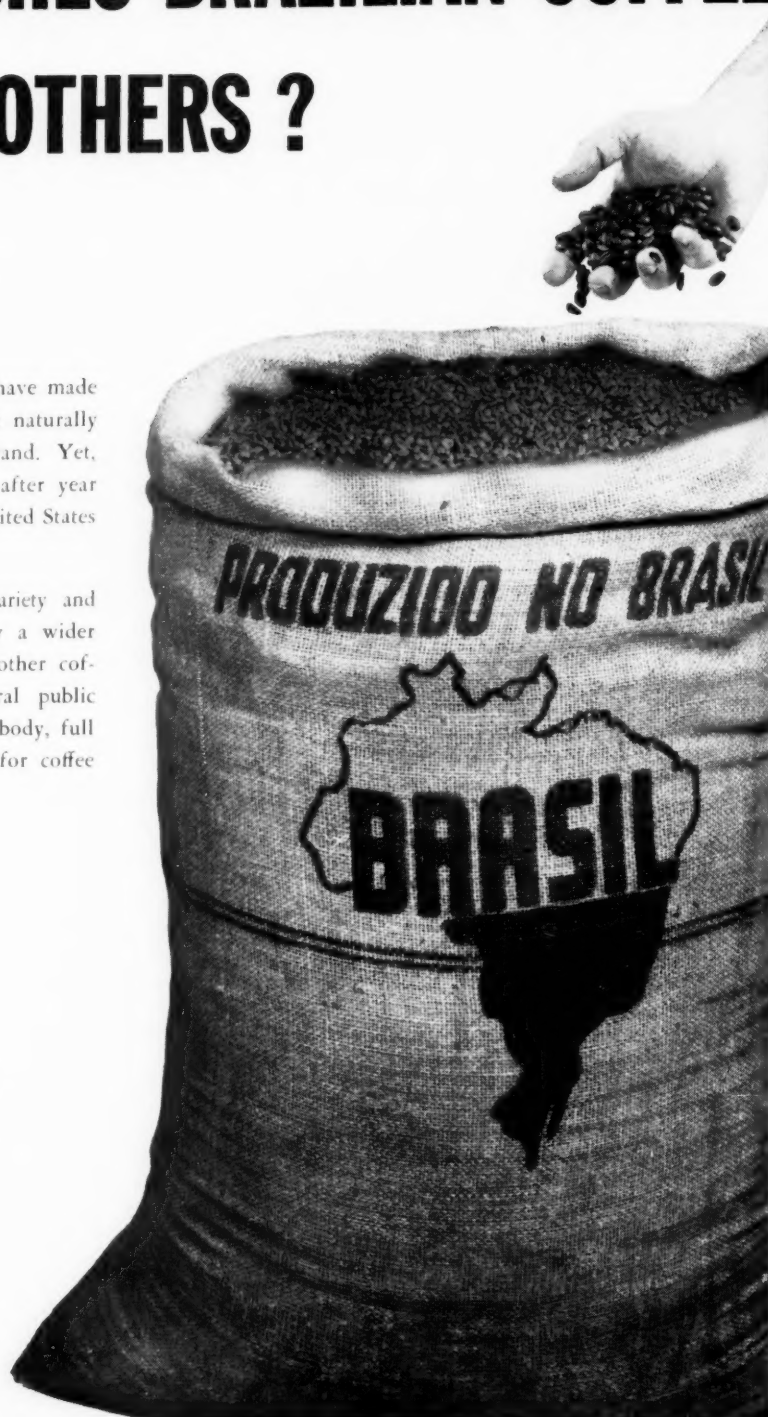
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THE BRAZILIAN COFFEE INSTITUTE
NOVEMBER, 1959

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a decade in transportation



Brazil's coffee in the world's maritime commerce

By FLORIANO PECANHA DOS SANTOS, President
Centro do Comercio de Cafe
Rio de Janeiro

Economists very often quote Phedro's fable about the cock that was scratching the soil in a yard in search of food, when he found a bag full of shining grains that filled him with great hope. However, when he looked closer, he was disillusioned. He exclaimed, in distress, "They are only pearls!"

The old philosophy that liked to use symbolism, through this fable wanted to demonstrate that the value of the merchandise depends entirely on its being offered to the interested people at the right time.

This is applicable to all merchandise, especially to coffee, an article of consumption used everywhere in the whole world, but not produced everywhere, as is, for instance, wheat or potatoes. Special conditions of soil and climate are required to cultivate coffee. It is even possible to say that its "belt" is rather limited.

On the other hand, statistics show that the greatest coffee consumers are not to be found among its growers. It is a relatively expensive article, on account of its cultivation being difficult, and therefore its consumption "per capita" is higher in countries of high standards of living, especially those with a cold climate, which shows up one of the coffee's main virtues, its capacity to comfort men in the countries nearest to the Arctic. These are the reasons why the greatest coffee drinking peoples in the world are the Scandinavians and the Americans, where the national income also has its role in consumption.

But none of these countries, nor any others in the temperate zone, produces coffee. It is a plant of tropical and semi-tropical zones. In order that the temperature zone countries may consume coffee, it has to be transported to places that are sometimes at very great distances. And this transport is a function of commerce, which to this end, uses the services of shipping companies.

During the war, coffee was rationed in many countries, due to difficulties in transportation. In the producing countries, there was an excess of the product. And it stayed there, like the pearls in Phedro's fable.

Instead of coveted riches, it was a burden. In the meantime, in the consuming countries coffee became rare

and its price had to be controlled through the establishment of "ceilings."

It is well known that Brazil is the world's greatest producer, and that today coffee represents 65% of its exportation. From this figure, you can establish the importance of the shipping trade.

These last years, Brazil has had an exportation of 15,500,000 bags. Consider that one coffee bag transported to the United States costs US \$2.50 for freight to the ports of the Atlantic, and US \$2.75 to the ports of the Pacific and that 1958's exportation was 7,150,142 bags. Consider, too, that the average freight to Europe is US \$38.00 per ton and that 1958's exportation was 4,377,301 bags or 262,638 tons. It is easy to estimate what the cost of transportation means in the value of the merchandise!

This contribution of Brazilian coffee to shipping trade movement (to which another 1,355,057 bags must be added, as they were exported to other parts of the world) does not improve Brazil's economy, except the part transported by Brazilian shipping firms, since coffee is generally negotiated FOB, transportation and insurance expenses being on the account of the importer.

It must be added that, notwithstanding the value represented by coffee in Brazilian exportation, it does not have the same role relative to the tonnage transported to the external markets. From this aspect, minerals and their concentrated products are in first place.

During 1958, the volume exported by ships from Brazilian ports to consuming markets reached a total of 8,297,439 metric tons, with an estimated freight of US \$148,921,994.00. Of this total, 3,503,072 tons were minerals and 1,329,881 combustibles. Only 3,464,486 remained for general cargo. Of this tonnage only 772,950 tons represent the net weight of the exported coffee.

Anyhow, Brazilian coffee brought business to 50 big shipping companies, where ships which cruise the seven seas, under the protection of the trade banners of 14 countries. These companies, which take the merchandise to the consumers, valorize it and transform it into a source of income to vast tropical and subtropical regions.

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*They dare not meet us
in open battle!*

... yet the attackers
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American home. Support the
League of Honest Coffee Lovers.



Those who would water down America's favorite beverage—coffee—have not fought in the open. Slyly, secretly, they sneaked into kitchens and tempted honorable women to put less coffee in the brew with false cries of "economy."

But, today, our homemakers are on guard. They know full well that to spare the coffee is to spoil the cup. They make honest coffee—coffee that has that rich aroma and friendly flavor that tell you it's made with one Standard Coffee Measure of coffee to the cup!

If you want honest coffee—detest pale, watered-down brews—

strike out against our common foe. Stand now and be counted. Enjoy forevermore the satisfaction, the abiding pleasure of rich, better-tasting coffee.

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Write us today for your complete Honest Coffee Lovers' Kit. It contains everything you need: "The Secret of Honest Coffee," the official Standard Coffee Measure and a dramatic Certificate of Membership in the League of Honest Coffee Lovers. Send your request to Pan-American Coffee Bureau, P. O. Box 11, 158 East 42nd Street, New York 17, New York, and please enclose your initiation fee of ten cents.

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PAN-AMERICAN COFFEE BUREAU, 120 Wall St., New York 5, N. Y.

NOVEMBER, 1959

15

a decade in transportation

changing patterns in coffee movements from Brazil

By CHARLES T. MATTMANN, Vice President
Moore-McCormack Lines, Inc.

"Trends" in business are becoming more important each day in the busy life of the business executive, and we in the shipping industry recognize our responsibility in keeping up with the times. In the ever-expanding market of world trade, it is important for us to keep abreast of the trends in the movement of coffee and we realize the necessity for constant alertness to changing conditions, volume of trade and modern developments.

Since 1950, trade between Latin American countries and the United States has developed in both size and efficiency in handling the increased volume of cargo, and we in the shipping industry are proud to say that we have kept up with the increased volume with new and faster ships and modern equipment, and that the ports along the United States East and West Coasts have been among the most forward looking in the country in recognizing new opportunities, as well as requirements, as they develop.

In keeping up with the trends in coffee movements from Brazil, it is interesting to note that, according to the Foreign Trade Division of the United States Department of Commerce, Atlantic Coast ports handled, from Brazil, about 5,600,000 bags of coffee in 1950, and that the port of New York accounted for 71.8% of that quantity. Eight years later, the figures show a decline to approximately 4,800,000 bags imported through Atlantic Coast ports, but on a percentage basis, the port of New York boosted its share to 80.1% of this total. The Department further stated that the trend of coffee in the first seven months of this year has been 9% greater than last year and that Brazil has accounted for 42% of all United States coffee imports in this seven-month period, compared to 34% in the same period in 1958. A recent report indicated that in July, Brazil exported 1,891,166 bags of coffee and in August 2,179,884 bags, two of the top months in the exportation of coffee from Brazil. Brazil's Minister of the Treasury was quoted as saying that this success was a result of policies adopted by the



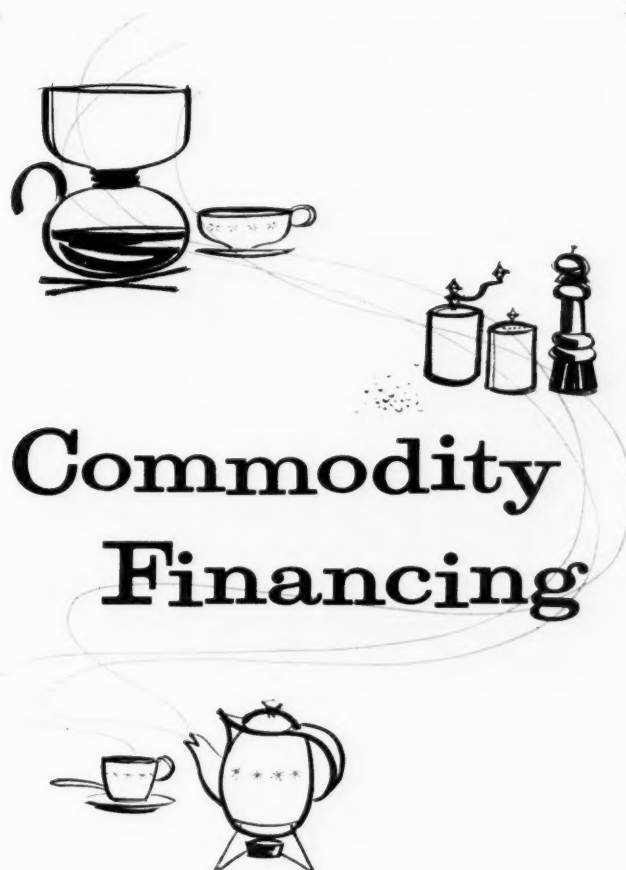
government which were aimed at defending Brazil's position in the coffee trade and their endeavor in trying to recover some of their lost markets.

There are many factors which influence the flow of coffee, including inflation, currency changes, rumors, strikes, supply and demand, etc., all of which contribute to increased or decreased loadings by the carriers. Aware of the fluctuating economic facts involved in the production and importation of coffee, South American and United States government officials have taken steps this past year through meetings and studies of coffee problems, such as over-production and distribution, to further stabilize the trade. The United States Secretary of State for Inter-American affairs, Roy R. Rubottom, stated in Bogota, Colombia, in February, 1959, with reference to the United States position, "we have taken what is perhaps an historic step in our economic policy when in June of last year we took part in the International Coffee Study Group, adjusting our policy in a very realistic relation to the problem of coffee, which is as important for us, the largest consumer, as for producing countries, to obtain stability of the market to avoid as far as possible excessive fluctuations."

As a result of these meetings, the coffee trade has gained stability through a coffee quota pact which was agreed to and signed in Washington on September 24, 1959, by 15 Latin-American coffee producing nations, France and Portugal. The agreement fixes export quotas for each producing country and is expected to stabilize the heavily glutted market and tend to keep prices from falling lower.

United States government officials have not been the only ones interested in the coffee industry. City and port officials and leaders in the shipping industry realize they have an important stake in the movement of coffee and other commodities, and accordingly they have been most active in taking practical and radical steps for the modernization of ports and pier facilities. In New York, for example, city officials within the past two years have launched a program of rehabilitating existing pier installations and erecting new and modern pier facilities. Our company, Moore-McCormack Lines, recently signed a 15-year lease with the city for the construction and tenancy of a \$5,500,000 marine terminal

(Continued on page 59)



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a decade in transportation

how methods of transporting coffee have changed during the decade

By JOHN H. EGIDY, Columbus Line, Inc.

Coffee is a word surrounded by romance. From its little known inception it has today, developed into a vast industry reaching into every corner of the globe.

One of the romances, namely transportation in its various forms, has been closely associated with coffee. Pack animals, ox carts, horse drawn wagons, motor trucks and railroads have all contributed to its growth. Ocean transportation, however, has perhaps had the greatest effect in the development and success of the industry, and in this field, we have seen the transition from slow sailing vessels whose schedules were most unreliable, inasmuch as the vessels were dependent on wind and currents, to the present-day modern, fast, dependable luxury vessels offering worldwide service.

Ocean transportation includes, in addition to the actual movement of coffee, other less known features, such as receiving, loading, stowage, careful watch enroute, discharge and delivery.

At the present time, in Brazil, one of the major centers of the coffee industry, a vessel scheduled to load and carry coffee is assigned to one of the port quay sides. The coffee is delivered alongside the vessel either by motor trucks or railway wagons. After the coffee has been inspected and passed by a government inspector, it is generally made up into one or two cargo-slugs of 15 bags each and is carefully loaded into the vessel, where it is properly stowed. Because of the delicate nature of coffee, constant thought and care must be exercised to exclude the possibility of any direct or indirect contamination from other cargoes on board or odors from cargoes carried on previous voyages.

Each lot must be placed in a position in the vessel to be readily available at the proper discharge port, and care must be taken to prevent the possibility of it being over-stowed by cargoes for discharge at other ports. At the same time, the stability and safety of the vessel must be constantly taken into consideration. Improper stow-

age could jeopardize the safety of the cargo as well as the safety of the vessel.

Even though forced ventilation is a common feature in modern vessels, constant watch must be maintained for sudden temperature changes which can produce considerable condensation. Such condensation, if allowed to reach the cargo, can cause severe moisture damage. At a time of sudden temperature changes, an alert mate of a vessel will arrange to have cargoes immediately covered with tarpaulins as a protection against this form of damage and will remove them immediately when such conditions have subsided, in order to allow maximum ventilation, and thus minimize the incidence of damage.

We have witnessed a transition in the method of handling coffee during discharge operations. Until the last decade, coffee carriers were employed to discharge coffee. A gang of coffee carriers usually consisted of a foreman, one sorter, two handlers and 16 men. As fast as a sling-load of coffee was landed on the dockside, the two handlers would place one bag of coffee with the marks facing outside, on the back of each coffee carrier. Certain areas on the pier were set aside to accommodate the various coffee lots by marks, in accordance with the manifest. The coffee sorter was familiarized with all of these particulars, and as each coffee carrier passed by the sorter, he would, after glancing at the marks, tap the bag with a rod. The number of taps on each bag would indicate to the individual carrier the proper location on the dock area where he was to deposit his bag of coffee.

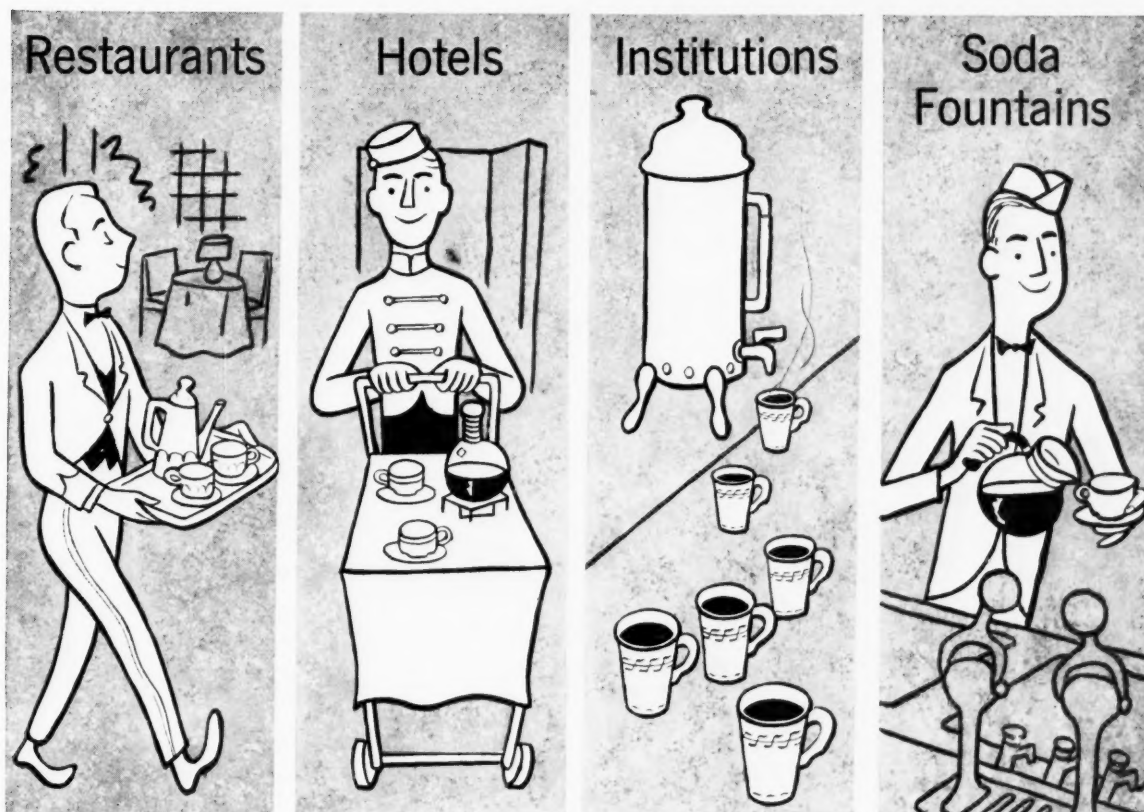
Towards the end of the last decade, the practice of palletizing cargo began to be adopted by the various carriers. By this method the bags are sorted according to marks and placed on wooden pallets. These pallets can be swiftly moved to their proper location on the pier by means of mechanized pier equipment. This method has greatly facilitated the discharge of coffee over the older method of utilizing human coffee carriers.

During the past decade, we have witnessed many changes in transportation equipment as well as more efficient methods of operation. The idea of containerization is constantly receiving more and more thought and consideration in many trades. Some steamship lines have been particularly interested in developing new methods

(Continued on page 51)



Fact: More and more coffee is
being consumed away from home!



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a decade in transportation

trends in coffee movements to U. S. Gulf ports

By LUCIEN W. SEEMAN, Vice President—Traffic
Mississippi Shipping Co., Inc.
Delta Line

During the past ten years, coffee movement through Gulf ports has followed the same general pattern as importations have throughout the United States. Volume has been affected by market conditions, therefore the statistical position reflected changes in buying habits governed by the supply available in producing countries. Noticeable was a downward trend in arrivals of Brazilian coffee, but with a strong recovery so far in 1959. Shipments arriving from Africa and Latin American countries other than Brazil showed upward and downward trends, depending upon quantities available and competitive price quotations.



Statistics are a matter of record, however, and therefore it would be redundant to quote figures here. A far more important governing factor in the trend of coffee movement through the area under survey is its geographical location to the largest population area of our country. This very large consuming area contains many coffee roasters and distributors who look to the transportation network for regular supplies.

The inland transportation system through the railroads, truck lines and barge lines provides efficient, regular service that is as good as can be had anywhere. This assures to the interior roaster a constant supply of green coffee to keep him active and competitive in merchandising his finished product. Many new plants have been established at Gulf ports from which their roasted products reach their consumer market as and when needed through the same transportation media.

Joining the coffee ports of the world with the Gulf ports is a network of steamship services that now arrive regularly from every coffee producing area in the world. New areas have been added as the demand for service grew. The last large producing area to require direct service was the West Coast of Africa. In 1947, Delta Line began a regular direct service making available to

importers in the Gulf coffees from Angola, Belgian Congo, Ivory Coast, Douala and Liberia.

Steamship operators have not only increased and bettered their schedules but have made many advances in methods of handling. Constant studies of better loading, separation at time of loading and better discharging methods have all contributed to better outturns and more expeditious deliveries to consignees. While these improvements are not peculiar to the Gulf they contribute to the over-all good efficiency at these ports.

It can be expected that the important factors outlined will contribute more in the future than they have in the past to assure receipt of regular supplies of green coffee as well as place the merchants in a favorable position at the consumer level. Thus, the trend of coffee movement to United States Gulf ports will be dependent upon regular and constant supplies for use in the populous mid-continent area of the country. The importance of this hinterland cannot be overlooked when looking to the future.

Trade Roast

By DOUGLAS WOOD





PHOTO COURTESY PAN AMERICAN WORLD AIRWAYS

The volcano in the background...

... is one of the reasons why Guatemalan coffee has that extra fine taste and aroma.

In addition to the basic elements that Nature provides, the coffee growers of Guatemala provide extra care to bring you the world's finest coffees. That's why more and more U. S. roasters are using Guatemalans in their blends.

If you want your blend to have more flavor, aroma and mildness, join the switch to Guatemalans.

Bulletin #4 is available for distribution. If you have not as yet requested your copy, do so today. It's free for the asking.

On October 12, 1959, Guatemala celebrated the ONE HUNDREDTH ANNIVERSARY of the first commercial shipment of coffee exported from the country.

Guatemala Coffee Bureau

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a decade in transportation

transporting coffee from East Africa

By W. CLIFFORD SHIELDS, Vice President
Farrell Lines, Inc.

Composition and location

British East Africa includes Kenya Colony, Kenya Protectorate, Tanganyika Territory and the Protectorate of Uganda. This entity is largely administered, except politically, by the East Africa High Commission—which is to say that the High Commission administers railways and harbors, posts and telecommunications, agricultural research, civil aviation and other services. Zanzibar, off the coast of Kenya and Tanganyika, is a British Protectorate, comprised of the islands of Zanzibar and Pemba. Zanzibar is independent of the East Africa High Commission. Zanzibar is a most important source of cloves, but does not produce coffee.



As to its location, the Equator passes through Uganda and Kenya, on whose southern borders is Tanganyika.

The principal seaports in British East Africa are Mombasa, in Kenya; Tanga and Dar-es-Salaam, in Tanganyika. Uganda, in Central Africa, is land-locked, with access to the sea through Mombasa and Dar-es-Salaam.

The distance by sea from British East Africa to New York is 8,350 miles and the transit time is usually 30 days or less.

Belgian East Africa (a purely arbitrary designation), which produces coffee, consists of the Kivu district of the Belgian Congo and of Ruanda-Urundi. The Belgian Congo is a colony of Belgium and Ruanda-Urundi is a Belgian-administered United Nations Trusteeship Territory.

Belgium East Africa (Kivu) principally uses the port of Mombasa. Ruanda-Urundi uses the port of Dar-es-Salaam.

Coffee production and exports

Uganda exported 81,142 tons of coffee from the 1957/1958 crop; about 5,000 tons of which was green Arabica coffee and the balance, about 76,000 tons, was Robusta. Most Uganda coffees are grown by native Africans. Uganda coffee is exported through the port of Mombasa.

Kenya exported 26,664 tons from the 1957/58 crop, all of which was Arabica variety. The bulk of the crop was produced by European farmers, but Africans are rapidly increasing their production, and their share of the 23,800 ton crop estimated for the coming season is over 5,000 tons. This will increase until 1970, when something like 50,000 tons will be produced by Africans. The Kenya African produces some of the finest Arabica coffee in the world, and this will continue, provided the high standard set for farming and preparation is fully maintained. Kenya coffee is exported through the port of Mombasa.

In 1957, Tanganyika produced about 10,000 tons of Robusta and Arabica coffee in the Bukoba district, which is on the western shore of Lake Victoria, and another 10,000 tons, mostly Arabica coffee, in the Chagga district, which is centered around the town of Moshi at the foot of Mount Kilimanjaro.

Having mentioned the Chagga district, it might be interesting to note that the Chagga are a linguistic group of almost a quarter million progressive Africans who live in the Kilimanjaro district of Tanganyika. The Kilimanjaro Native Cooperative Union—known widely as "K.N.C.U."—now sells nearly all African-grown mild coffee in Tanganyika.

As to local government, the Chagga might be described as a democratic aristocracy governed by elected chiefs. The Paramount Chief of the Wachagga is "Mshumbue" Marealle II, a most distinguished and remarkable man, whom the writer knows well. Undoubtedly, many of you in the coffee trade met Chief Thomas "Tom" Marealle when he made an extensive tour of the United States in 1957.

About 85% of the coffee grown in Tanganyika moves through Mombasa; the balance goes through Dar-es-Salaam.

In 1957, the total exports of coffee from British East Africa amounted to 125,806 tons, most of which moved through Mombasa. Of this total, 45,264 tons, or 36%, were shipped to the United States.

The Kivu district of the Belgian Congo is on the western shore of Lake Kivu, the geographical center of the continent of Africa.

The lake is 4,800 feet above sea-level and is surrounded by mountains which rise another 4,200 feet above the lake. Coffee is grown on the slopes of these mountains.

At the southern end of Lake Kivu is the town of Bukavu, which until about five years ago was called Costermansville, but has now reverted to its original African name.

The scenery around Bukavu is magnificent. Although only two degrees (120 miles) south of the Equator, the climate is delightful, because of the altitude, and Bukavu has become well-known in Africa as a holiday or health resort. Bukavu has fine hotels and might be described as very modern and very expensive.

Kivu coffees are grown on the slopes along the western shore of Lake Kivu.

At the northern end of the lake is the town of Goma. In the vicinity are seven volcanos, one of which was in eruption when I was there. It was an impressive sight, especially at night.

From Goma, there is a good road to Kampala, a distance of about 400 miles.

Kivu coffees are shipped over-the-road, by motor truck to Kasese, thence by Kenya and Uganda Railways to Kilindini Harbour, Mombasa. The rail haul is 875 miles.

Ruanda-Urundi, a United Nations territory under Belgian trusteeship, lies at the northeastern end of Lake Tanganyika. Actually, Ruanda-Urundi was originally part of German East Africa—now Tanganyika Territory—which was carved out of Tanganyika and mandated to Belgium at the end of World War I.

Because it was originally part of German East Africa, when Ruanda-Urundi was assigned to the Belgians, they were granted certain extra-territorial customs privileges in Tanganyika Territory; at Kigoma, a port on Lake Tanganyika; at Dar-es-Salaam, a port on the Indian Ocean; and also over the rail line connecting these two ports.

Usumbura, the capital of Ruanda-Urundi, is situated on the eastern shore of Lake Tanganyika.

Being 2500 feet above sea-level, there is a clear, crystal-line quality to the air. When in Usumbura, I was asked how far away I thought the mountains on the opposite side might be. I guessed about ten miles. They are 40 miles distant!

Usumbura has an excellent harbor area with ample quays and transit-sheds to serve the vessels of the Chemins de fer du Congo-Superior aux Grands Lacs Africains, a railroad usually referred to as "C.F.L.," which operates a lake-steamer service between six ports on Lake Tanganyika.

Ocru coffees are grown in Ruanda-Urundi or, more specifically, in that part of Urundi which lies behind Usumbura.

Ocru coffees are shipped by lake-steamer from Usumbura to Kigoma, about 100 miles farther south, also on the eastern shore of Lake Tanganyika.

By the Central Railway Line, it is 772 miles from Kigoma to Dar-es-Salaam.

At both Kigoma and Dar-es-Salaam, the Belgian flag flies over Belgian custom houses and traffic is handled by the Agence Belge de l'Est Africain, more commonly known as "Belbase."

The Belgians also have their own quays at both ports, adjacent to British quays and custom houses.

In 1957, the total coffee export from Belgian East Africa amounted to 65,864 tons (66,922 metric tons) of which 26,093 tons, or 40%, moved through Dar-es-Salaam. Practically all of this coffee shipped through

a decade in transportation

Dar-es-Salaam moved to the United States. About 4,000 tons, mostly Kivu coffees, moved from Mombasa to the United States in 1957.

East African coffee ports

Mombasa is the name of an almost completely land-locked island. Since the channel-entrance from the sea is relatively narrow, it is a safe harbor. Technically, the harbor area, on Mombasa island, known as Kilindini and it is connected by rail with the mainland. The mainline of the railroad extends from Mombasa, across Kenya and Uganda to Masese on the Belgian Congo border.

What is not generally known is that Mombasa is in Kenya Protectorate, as opposed to Kenya Colony. Kenya Protectorate is a strip of coastal land which extends about ten miles inland and for which the Sultan of Zanzibar is paid an annuity.

Mombasa is a very modern harbor, with an ample number of transit-sheds or godowns. The number of berths in Kilindini Harbour, Mombasa, has recently been increased, so that the question of lighterage does not arise and coffee is handled directly from the transit shed into the ship. Due to many years of experience, the coffee is handled carefully and expeditiously, with a minimum of claims for shortage or "country-stained" bags.

Dar-es-Salaam is another land-locked harbor, with a very narrow channel connecting it with the sea. Once inside the harbor, you are reminded of a beautiful country lake.

Prior to 1956, Dar-es-Salaam was strictly a lighterage port, but that year three berths, two British and one Belgian, were completed, as well as new transit sheds, a harbor area and a rail terminus. Today, lighterage is pretty much a thing of the past; ships go alongside and coffee is handled directly from the transit shed into the ship.

Arabs from the Persian Gulf area had traded along the east coast of Africa for about 700 years prior to the arrival of the Portuguese—the first Europeans to reach East Africa—at the beginning of the 16th Century. Arab dhows are still to be seen in East Africa, arriving on the Northeast monsoon and departing on the Southwest monsoon.

Apropos of this, Dar-es-Salaam is an Arabic word meaning, "Haven of Peace," and on this note we shall close this phase of our description of East Africa.

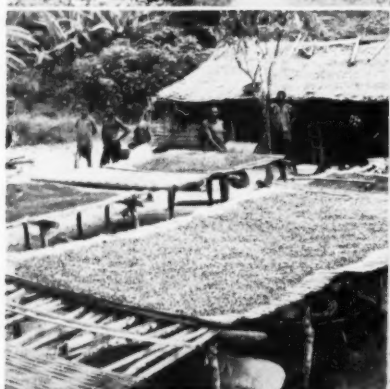
Shipping services

East Africa is well served with shipping to the United States.

Farrell Lines and Robin Line, with monthly sailings from East Africa to Atlantic Coast ports of the United States, integrate their services so that one line or the other has a ship on berth in East Africa, loading for Atlantic Coast ports.

All Farrell Lines ships serving East Africa are equipped with Cargocaire, an air-conditioning system which de-humidifies cargo spaces and thus prevents "sweating." This is a most important consideration for coffee shippers,

(Continued on page 51)



ROBUSTA

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CI 5-7974

Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

the evolution of coffee movements from the Ivory Coast

By PIERRE L. MASSIN, Chief
Overseas Community Division
Commercial Counselor in New York
French Embassy

Out of what was still called French West Africa in 1958, and what is now divided into eight independent states (seven of which are a part of the French Community), only the Ivory Coast is a big coffee producer. So, we will study the evolution of coffee transportation in this country only.

Coffee production in the Ivory Coast, which grew considerably during the past ten years, has been one of the principal factors of its spectacular economic development. The improvement of its internal transportation and of its external shipping facilities for its products, and especially for coffee, took place during this recent economic development.

The evolution of green coffee exports in the Ivory Coast has been as follows between 1948 and 1958:

1947, 42,700 metric tons; 1948, 55,400; 1949, 61,100; 1950, 54,200; 1951, 59,500; 1952, 64,100; 1953, 50,400; 1954, 88,300; 1955, 84,700; 1956, 118,700; 1957, 101,200; 1958, 112,500; and from January 1st, 1959, to August 31st, 80,000.

The coffee producing regions are situated in the southern half of the Ivory Coast (south of the seventh parallel), which is also the forest region.

The main producing regions are those of Dimbokro and Agboville in the east and Daloa, Man and Gagnoa in the western part of the country.

All these coffee producing centers are situated between 150 and 300 miles from the coast, which means that the transportation and the shipping of coffee made the construction of an important system of roads necessary. In fact, coffee is transported mostly by trucks and light utility vehicles to the main port of Abidjan. Nearly all the coffee produced in the Ivory Coast is exported through this port, only about 2,000 or 3,000 tons being exported through the little port of Sassandra.

So, the connecting roads converge on Abidjan.

A great effort was made in the Ivory Coast between 1948 and 1958 to improve this system of roads. For example, in 1948, only 31 miles of roads were paved. Ten years later, there were more than 6,200 miles of excellent roads. The Abidjan, Tiassale, Gagnoa, Man road, called

the "coffee road," is 500 miles long and is paved most of the way.

The same changes occurred in the number of cars in use in the Ivory Coast. From 4,000 in 1948, it rose to 25,000 in 1958, including 13,000 trucks.

In 1948, there was practically no port in the Ivory Coast, products being shipped from wharfs located in Sassandra, Grand Bassam and close to Abidjan, in Port-Bouet.

Abidjan is located on a lagoon which is 80 miles long and covers an area of 250 square miles, which makes a wonderful water surface.

In the immediate neighborhood of the capital, there is a fine stretch of water covering more than a square mile. There, the depth of water varies from 33 to 84 feet. The only problem in connecting the lagoon and the sea was piercing the coastal belt.

Piercing the coastal belt

The piercing of this coastal belt and the construction of a canal, the Canal of Vridi, was finished in 1950. This canal, which is 3,000 yards long, has a depth of 50 feet at low tide and a width at surface level of 4,000 yards.

The canal permitted the construction of a beautiful port in the lagoon of Abidjan, in Abidjan itself and on the island of Petit Bassam, in the interior of the lagoon.

The new port of Abidjan has, at the present time, seven docks, each 150 meters long. Work is being done to bring their number to ten. In addition, the port possesses facilities for specialized merchandise—woods, bananas, petroleum, etc.

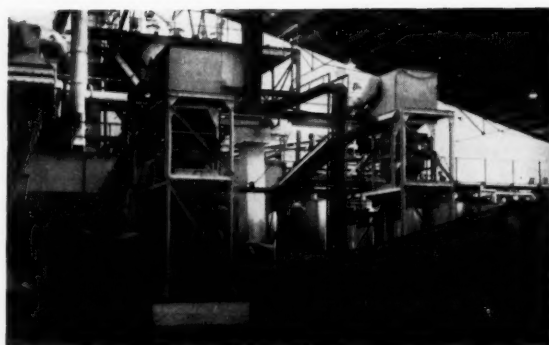
The port of Abidjan is equipped with extremely modern loading devices, which permit shipment of coffee with a minimum of delay.

Within the port zone of Abidjan, there are numerous warehouses in which products to be exported are stored, in particular coffee, and there are also conditioning plants, some of which are quite modern.

A decision taken by the government of the Ivory Coast on January 9th, 1956, instituted new rules for the conditioning of coffee, particularly for homogenization and cleanliness. These rules have compelled a great



The port of Abidjan, through which nearly all of the coffee produced on the Ivory Coast moves to overseas markets.



A coffee conditioning plant in Abidjan. A coffee bagging station is in the foreground, with conveyors which carry the bags to the warehousing area. These plants are very modern.

number of shippers to build conditioning plants in the port of Abidjan.

As a matter of fact, at the present time, all the shippers who process more than 3,000 tons of coffee a year (their number is about ten) have their own conditioning plant. Other shippers bring their coffee to plants which specialize in coffee conditioning. Most of these plants are very modern, using electronic equipment. They clean the coffee, eliminate broken beans and defects, and homogenize the product.

It is also interesting to point out that these plants are being equipped with screening machines, since this operation has been recently made compulsory for the new crop coffee which is to be exported from the Ivory Coast after January 1st, 1960.

Moreover, the shippers possess their own coffee warehouses, most of which are also located in the port area of Abidjan.

Since February 1st, 1958, an extermination plant has been in operation in the port area of Abidjan, to enable the Ivory Coast to meet the requirements of the international ruling for the protection of vegetables.

The coffee to be freed of insects is processed under partial vacuum (depression of 720 mm) with methyl bromide and ethylene oxide.

The existing equipment (for hermetic tanks) allow a simultaneous processing of 130 cubic meters, which corresponds approximately to 40 metric tons of coffee. The duration of each operation being three hours, the plant has a sufficient capacity for the treatment of all coffee exports.

Aside from the conditioning plants mentioned above, the ports of Abidjan and Sassandra maintain official control services which check the quality of the exported products.

By means of this verification, coffee whose quality does not correspond to the established standards is not allowed to be exported and has to be reconditioned. These services include offices and warehouses and employ 120 persons.

Furthermore, another inspection service is performed by the Chamber of Commerce and Agriculture of the Ivory Coast, which is authorized to deliver a label of quality to coffee and cocoa beans of highest quality.

Thanks to its modern installations, the traffic of the

port of Abidjan increased a great deal during the past ten years.

The total tonnage handled in this port in 1958 was 1,334,000 metric tons, of which 600,000 were imports.

In 1951, the total tonnage handled had been about 700,000 metric tons. In 1948, the total maritime traffic for the whole Ivory Coast amounted to only 330,000 metric tons.

For the first seven months of 1958, the total traffic was 818,700 metric tons, including 68,000 metric tons coffee exports.

The number of ships which called at Abidjan in 1958 was 1,424 as against 570 in 1951.

To conclude, it seems interesting to mention the new bridge which has been built between the town of Abidjan and the port and industrial areas located on the Island of Petit Bassam, which has greatly affected transportation in the Ivory Coast.

New structure

The new structure was begun in 1954 and was opened to traffic in May, 1957. The volume of traffic on the bridge is now 30,000 vehicles per day and 2,600 per hour during the peak period.

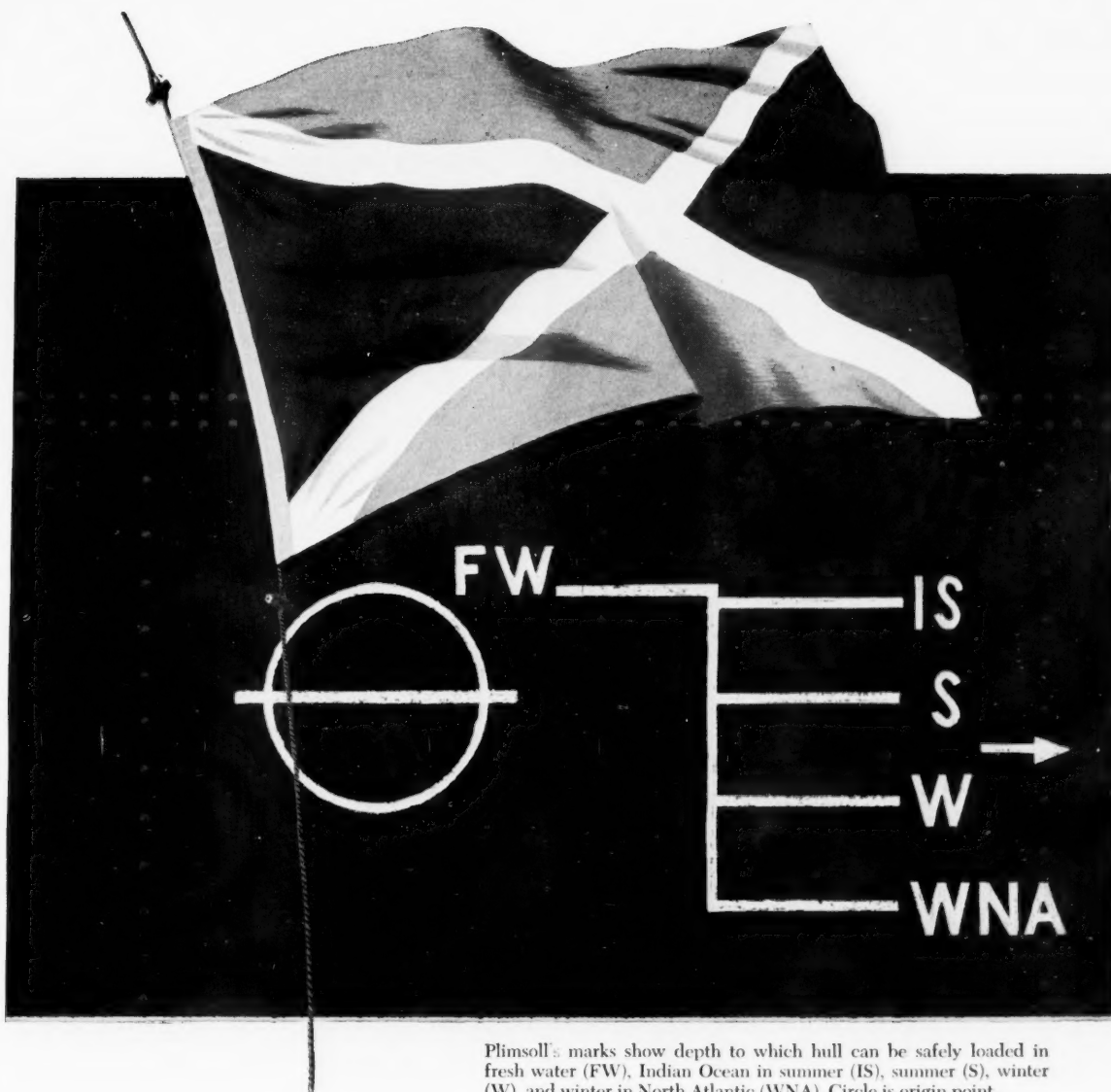
This 1,788 foot bridge is 98 feet wide (sidewalks included) and was built according to the latest bridge-building techniques.

The muddy depths of the lagoon presented extreme difficulties in digging the foundations, often as deep as 230 feet. The problem was solved by placing the spans on six piles and two column-wells hollowed out in the slime.

The upper roadway of the bridge is 46 feet wide, and accommodates four-lane traffic. A bicycle path on the right and a pedestrian walkway on the left, each 13 feet wide, are separated from the traffic lanes by safety borders.

Rail beds pass under the upper roadway and inside the tubular beams, as in a tunnel, connecting with viaducts at each end of the bridge.

With its unusual engineering features and integration into urban planning design, unique in West Africa, and perhaps on the continent, this monumental structure is an important and farsighted contribution to the intense activities and economic development of Abidjan and the Ivory Coast.



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a decade in transportation

a challenge to transportation — the boom in Angola and Belgian Congo coffees

By EMILE HEYRMAN, President
Belgian Line Inc.

This issue of COFFEE & TEA INDUSTRIES is devoted to a service which is often accepted without being fully appreciated—transportation. The Belgian Line Inc., with fast express service from Angola and the Belgian Congo, has tried over the years to be a goodwill ambassador, not only for the receivers of coffee in the United States, but also for their shippers in Angola and the Belgian Congo.

In recent years, a change in the coffee drinking habits of the United States has sparked a boom in African coffee production and exports. During World War II, the U. S. Army Quartermaster Corps ordered approximately 300,000,000 lbs.

of "instant" between 1942 and 1945. Many of the companies supplying these military rations began to market their discovery commercially, and by 1945, the American coffee drinker had been exposed to instant coffee.

It was found that the Robusta variety, a lowland coffee from Africa, lent itself admirably to the blending of instants, and thus a new industry emerged from the dark continent.

As the instants gained in favor with the coffee drinkers of the world, the demand for Robustas led to the planting of more and more coffee trees throughout this area. Many of these trees are not yet producing; however, we may anticipate their impact in coming seasons. According to the United States Department of Agriculture, a record coffee crop is expected for the year 1959/60. Already, Angolan coffee accounts for about 45% of total exports. In the Belgian Congo, it ranks about second by value. The economic advantages of a crop such as coffee have thus been amply demonstrated in these territories. Particularly during the last few years, it has been a valuable stabilizing factor in the midst of erratic price movements of certain other commodities.



There is every reason to believe that coffee from the Belgian Congo and Angola will find a steadily growing market in the United States, if only because of the increasing use made here of blends, coffee powders and soluble coffee preparations—for all of which Robusta is particularly suitable. The future of African coffees can, therefore, be viewed with optimism.

The Belgian Line, being one of the first steamship companies to service the Angolan Coast has, from the very beginning, played its key role in the development of the coffee trade. Our experience in transporting and handling coffee goes back 50 years when, operating under the old well-known name of Lloyd Royal Belge, we initiated our Brazilian service to Antwerp. With this vast coffee experience already digested, we were well equipped to inaugurate our West African traffic and brought with us the typical Belgian "know-how," in order to better satisfy the coffee industry. As agents for Compagnie Maritime Congolaise (Belgian African Line), we were not only instrumental in moving this valuable merchandise from the principal ports of Luanda and Matadi, but also have serviced the outports of Ambriz, Novo Redondo and Porto Amboim in an effort to offer the fullest advantage to the shippers and receivers.

Our service from the Angolan Coast to the East Coast of the United States comprises approximately 15 to 20 days; however, as ocean carriers, we fully realize that only part of our service has been accomplished at the completion of the ocean voyage. To serve the coffee receivers adequately, we have been constantly striving to improve our pier facilities. To this end, we have been in a position to improve service from ship's tackle to tail-end of receivers trucks or lighters. Sorting as per bill of lading marks and number deserves and receives our complete attention and cooperation. We are presently operating from Pier 54, North River, in the heart of Manhattan—convenient to the importers and roasters in this world-wide trade. Negotiations are now in progress to expand our pier facilities greatly by moving our operations to newly constructed piers on the lower East River (Manhattan side), which we trust will add an even

(Continued on page 67)



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a decade in transportation

moving tea from Northeast India is big business

Transit patterns have changed drastically during the decade.

For example, ships now get tea to the U. S. one-third faster.

By R. G. HALES, Vice Chairman
Calcutta Tea Traders Association

Thirty million dollars is spent annually on transporting teas grown in Northeast India. Eight million dollars is spent on bringing teas from the gardens to the port of shipment and \$22,000,000 dollars on transporting from Indian Ports to Ports of Destination.

Tea is transported from Assam and West Bengal to Calcutta Port by river steamer services operating on the Brahmaputra river and by rail and by air. From Calcutta, ocean-going shipping handles the tea. Very recently, a small consignment was sent by air direct from Assam to the United Kingdom, and it is possible that in the future this method of transport may be further developed, with a consequent valuable saving of time in transit.



Arrivals of tea in Calcutta follow the pattern are shown here:

Month	Per Cent of Total	Month	Per Cent of Total
April	.44	October	15.09
May	1.47	November	14.10
June	4.27	December	10.89
July	9.09	January	10.98
August	12.96	February	5.65
September	13.40	March	1.66

For the past three years, about 75% of all teas in transit to Calcutta from the tea gardens has arrived by river transport, 21% by rail and 4% by air. Ten years ago, 60% came by river and 40% by rail. The important part played by river transport in the movement of teas is thus amply demonstrated and, in fact, 96% of all teas from Assam and Cachar are transported to Calcutta

by the river route. It should be noted that crop production in Northwest India (almost the whole of which is transported to Calcutta) increased by approximately 20% in the ten years 1948-1958.

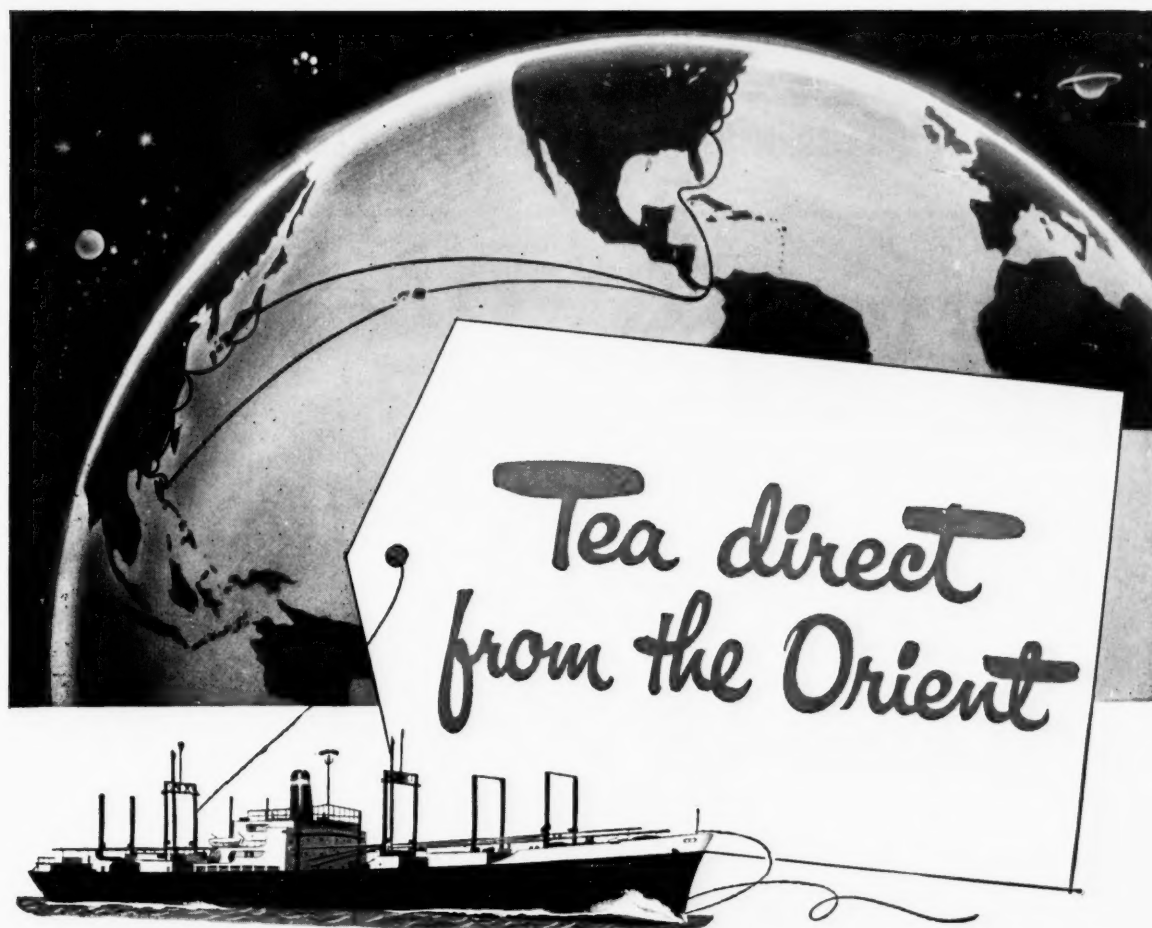
From the beginning of the war and until the reopening of the London Tea Auctions in April, 1951, 3,710 million pounds of teas were shipped to the United Kingdom by the Calcutta Liners Conference under the Ministry of Food bulk purchase scheme. The object of the Conference was to distribute freight proportionately to tonnage offering, and as a result each steamship line using the Port of Calcutta received its due percentage of the Ministry of Food teas. With the ending of the bulk purchase scheme individual shippers allocated their cargo to lines of their choice.

A notable result of partition between India and Pakistan was that the port of Calcutta had to handle an additional 68,000,000 pounds of tea formerly shipped from Chittagong. Apart from congestion in the port of Calcutta caused by "go-slow" movement of dock labor, dock strikes and slow turn-around of ocean-going vessels, hitches sometimes occur in the transport of tea, temporarily restricting its movement, such as floods, shortage of wagons and strikes by the river steamer crews. A gradual improvement in conditions has, however, occurred over the years, and future prospects appear brighter.

At the close of 1949, there was a complete suspension of all goods traffic from India through Pakistan, and the tea industry had to despatch the whole of its crop from Northeast India to Calcutta by the newly opened Assam Link Railway. There were serious hold-ups and extensive damage to tea due to bad handling and exposure to rain. Fortunately, the suspension lasted only six weeks, after which time the steamer services were able to resume operating.

In Assam, communications were affected to some ex-

(Continued on page 53)



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a decade in transportation

Chittagong's decade of growth

By T. F. STAINTHORPE, Secretary
Tea Traders Association of Chittagong

Pakistan, on August 14th, 1959, celebrated the 12th anniversary of the partition of the State of Pakistan from the Indian Sub-Continent. With partition, some 68,400 acres of land under tea in the Surma Valley, in the Province of Assam, fell within the boundaries of the East Wing of Pakistan, together with some 6,600 acres under tea bordering the Hill Tracts to the east of Chittagong. This main tea growing area of Pakistan is now contained in the District of Sylhet, ranging between 145 to 245 miles by rail from Chittagong.

Chittagong is a very old established port whose history shows that centuries ago its trade was sufficient to attract fleets from China, and being on the Indo-Burma border was the source of much contention between the powers of India and Arakan. Prior to its conquest by the Muslims in the 16th Century, it frequently changed hands, and from the 16th Century on, the Portuguese took a great interest in the locality around Chittagong, which was then known as the "Porto Grande." In the 17th Century, it was the scene of British expeditions, and in 1760 it was ceded to the East India Co.

Up to about the end of 19th Century, the export trade consisted mainly of Jute, Rice, Paddy and imports of Salt and Oil.

Natural outlet

The passing of the Chittagong Port Commissioners' Act, in 1887, marked the first attempt to regularize the affairs of the Port, and in 1888, a Board of Port Commissioners was formed whose first activity was to procure a seagoing tug and to provide suitable moorings for ships. It was not, however, until the completion of the Assam Bengal Railway, in 1895, that Chittagong's claim to be regarded as the natural outlet for the trade of Assam and East Bengal was recognized, and accordingly it became necessary to provide riverside jetties with deep water alongside, so that seagoing ships could discharge and load cargo directly into, or from, sheds and railway wagons alongside.

The first jetty was brought into use in June, 1899. This was followed by a second one in 1904 and a third in 1906. A fourth jetty was completed in 1910. The jetties were constructed by the Assam Bengal Railway Co., and have been administered by the railway authorities ever since.

The Port of Chittagong, at the time of partition, was the only major port and the gateway of East Pakistan, and consisted of four general cargo berths with a limited storage accommodation of some 320,000 square feet. It was then handling approximately 500,000 tons per annum,

movements to the port being somewhat hampered by restricted wagon marshalling facilities, there being only a small marshalling yard in the town area.

Following partition, plans were immediately put in hand to increase the facilities and capacity of the port, and today there are 17 cargo berths and seven moorings, five of which are at the oil wharfs, while new marshalling yards have been laid out which, to date, have a holding capacity of 4,500 wagons and a working capacity of 3,170 wagons, increasing the volume handled by the port to over 2,000,000 tons annually.

646 ships

In 1947/48, only 124 ships were berthed, whereas in 1958/59, this had increased to 646.

In the meantime, in order to relieve pressure on the Chittagong port, steps were taken to open an anchorage at Chalna, which today is handling almost 50% of the imports and exports of the East Wing of Pakistan.

There has been little change in the pattern of movement of teas from the main tea growing areas of the Sylhet District from pre-partition to the present day, the major portion of the tea finding its way by the single meter gauge line to Chittagong. This single line, it may be recalled, carried very considerable traffic for the Burma Campaign of the last war, and at the time of partition, both the track and the rolling stock were generally in a sad state of repair. During the course of the past ten years however, repair to tracks have been made good, while considerable sums have been spent on new rolling stock, including locomotives of the latest type, with Diesel engines, and today this track is carrying a far greater weight of the traffic than that for which it was originally designed, but by the introduction of the tightest schedules, the carrying capacity has been increased.

Shift in destinations

While the general pattern of movement of teas up to Chittagong has remained the same, there has been considerable change in the ultimate destination of the teas. Up to 1949, despatches were made direct by producers from the gardens either to London, for placing on the London Auctions, or to other parts of the world, on the basis of direct sales. But in 1949 auction sales were first held in Chittagong, which necessitated arrangements for the warehousing of teas. Government came to the assistance of the tea industry and made available a site on which covered space to accommodate up to 50,000 chests

(Continued on page 58)



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NOVEMBER, 1959

a decade in transportation

Shimizu — Japan's main tea port

This is the centenary year of the first exports of Japan tea to the United States. A lot has happened since . . .

By MICHIO AKINO, President
Japan Tea Exporters' Association

This is a momentous year for Japan tea. It marks the centenary of the first export of Japan tea to the United States, from Yokohama.

The 100th year of Japan tea export was celebrated in October in the capital city of Shizuoka Prefecture, the tea producing center in Japan.

As to the transportation of Japan tea, I want to indicate, first, the establishments which handle it and the extent of this business.

It is, of course, Shimizu which has been the main shipping port for Japan tea in the past decade. Through here, more than 95% of our export tea is shipped. It is the only port in Shizuoka Prefecture, which accounts for more than 60% of all the tea produced in Japan.

Before proceeding to the main subject matter, let me mention the agents and sub-agents of the shipping lines serving Shimizu:

Aoki Unso Kaisha, Ltd.

Lykes Lines

Osaka Shosen Kaisha, Ltd.

American President Line

Butterfield & Swire (Japan) Ltd.

Blue Funnel Line & Glen Line

De La Rama Line

China Navigation Co., Ltd.

Maersk Line Limited

States Marine Corp.

Kansai Kisen Kaisha, Ltd.

Nihon-Kai Steamship Co., Ltd.

Senwa Shipping Agency—Indo-China S.N. Co.

Amano Kaisoten, Ltd.

Daido Kaiun

Mackinnons

E. & A. S. S. Co.

B. I. S. N. Co.



P. & O. N. Co.

C. F. Sharp Co., Inc.

Ivaran Line-Philippine National Line

P. O. E. L.

Swedish East Asiatic Co., Ltd.

Messageries Maritimes

Everett Steamship Corp. S/A

Everett Star Line

Johnson (Everett Star) Line

Everett Orient Line

American Mail Line

Waterman Line

Daito Unyu K.K.

Kawasaki Line

Itakura Boeki Soko Co., Ltd.

Knutsen Line

Shimizu Tsu-Sho K.K.

Mitsui Line

Nippon Tsuun K.K. Shizuoka Branch

(Nippon Express)

States Line

Royal Inter-ocean Line

Shimizu Unyu K.K.

Yamashita Kisen Kaisha, Ltd.

Shimizu Soko Kaisha, Ltd.

Isbrandtsen Line

Polish Ocean Line

Fuji Unyu K.K.

Shinnihon Kisen Kaisha, Ltd.

Iino Kaiun Kaisha, Ltd.

Nissan Kisen Kaisha, Ltd.

Mitsubishi Shipping Co., Ltd.

Suzuyo & Co., Ltd.

N. Y. K. Line

U. S. Line Co.

American Pioneer Line

Pacific Far East Line


Dodwell Co., Ltd.

Barber Wilhelmsen Line

Wilh. Wilhelmsen Line

East Asiatic Line

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It is difficult to determine how much volume was handled by each of these shipping companies. So I enumerate instead the total tonnages of goods exported and imported from Shimizu for the past 16 years, together with the percentage accounted for by tea. This allows us to begin tracing out the trends in the transportation of tea.

Total Exports and Imports through Shimizu with Comparisons for Tea			
Year	Total Tonnage	Tea Tonnage	% Tea
1942	1,425,907 Tons	65,233 Tons	4.0
1943	1,578,040 "	?	—
1944	1,279,720 "	43,939 "	3.4
1945	871,098 "	484 "	0.05
1946	672,283 "	1,259 "	0.187
1947	545,430 "	?	—
1948	761,580 "	?	—
1949	766,757 "	?	—
1950	1,080,899 "	?	—
1951	1,633,422 "	?	—
1952	1,476,912 "	26,585 "	1.8
1953	1,757,837 "	36,331 "	2.0
1954	1,947,636 "	48,518 "	2.49
1955	2,273,926 "	41,697 "	1.8
1956	2,503,004 "	27,322 "	1.0
1957	2,781,563 "	31,166 "	1.1

From these figures, total movement of all goods—export and import—through Shimizu is clearly on the increase. On the other hand, the proportion accounted for by tea exports remains rather stagnant, relative to the rapid increase in the movement of other goods—various kinds of canned foods, plywood, etc., in export; and wheat, barley, sugar, soybeans, fertilizers, bauxite, etc., in import.

Now, let us turn to the shed and warehouse areas available and their annual tonnage, in moving imports and exports through Shimizu. This is shown in another of the accompanying tables.

Warehousing in Shimizu				
Kinds	Floor Space (sq. meters)	Annual tonnage handled		
		Delivery (Tons)	Warehousing (Tons)	
Shed	Business	17,717	359,172	357,775
	Private	2,766	111,982	110,673
	Total	20,483	471,154	468,448
Ware- house	Business	72,562	360,058	357,735
	Private	39,917	233,707	245,329
	Total	112,479	593,765	603,064

The tonnage handled in the shed and warehouse areas is 38.5% of the total imports and exports through Shimizu. The remainder of 61.5%, it is understood, is usually moved directly from vessels to trucks, or vice versa.

Of the 112,479 square meters of warehouse floor space, the total is accounted for by warehousing operations conducted by these agents and sub-agents:

	(square meters)
Suzuyo & Co., Ltd.	35,095
Amano Kaisoten, Ltd.	3,244
Aoki Unso Kaisha, Ltd.	6,129
Shimizu Soko Kaisha, Ltd.	5,276
Shimizu Tsunn K.K.	3,638
Others	59,097

Japan Tea Exports			
	(By Destinations in Tons)		Total
	Green Tea	Black Tea	
North America	4,022	1,087	5,109
Latin America	772	3,410	4,182
Middle East	1,113	410	1,523
Europe	16,571	3,398	19,969
Australia	—	14	14
Total	22,478	8,319	30,797

As for the destinations of the tea, both green and black, exported from Japan, this is shown in the pertinent accompanying table.

The distribution of tea to the various destinations is not, I think, unchangeable. Foreign commerce in tea is likely to be influenced with extreme shifts up and down in volume, if nothing else because of variations in the quantities of tea available in the countries of origin for export to the overseas markets of the world.

Almost 80% of the tea consumed in the world is black tea, half of it supplied by India and Ceylon. The quantity they have available to export each year seriously affects Japan's tea exports. Consequently, I cannot, of course, say that fluctuating factors in ocean freight dominates tea movements. Changes in international tea prices, for example, may bring about drastic changes in our export picture.

Another table accompanying this article indicates the numbers of vessels, from various countries entering the port of Shimizu, and their gross tonnages. Shimizu, it is interesting to note, ranks fifth in volume of exports and imports in Japan, at the present time.

As you may be aware, vessels rarely leave a port loaded to full rated tonnage. Nevertheless, the figures show that Japan accounts for most of the ships serving Shimizu, and that more than half of our goods are loaded on Japanese vessels.

Tea is one of the most profitable commodities for ships to transport. It handles easily, and permits full use of cargo space. In addition, it is a target of every shipping company because of its relatively high ocean freight rate.

Therefore, when tea is exported from Shimizu in any

(Continued on page 55)

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a decade in transportation

getting coffee to the cup

**Coffee traffic drifted away from the railroads
in the past decade — but the tide is turning**

By DAN LYONS, Illinois Central Railroad

Until recently, transportation of coffee in the United States has been drifting away from the railroads, as have been many other commodities sensitive to the Interstate Commerce Commission's reluctance to grant realistic and competitive rates reflecting the inherent economies of rail transport, and the fact that during most of this decade, green coffee moved as an agricultural exempt commodity. This trend came to an end in 1959.

Of the coffee entering the United States during the past decade that didn't move by rail, some was for local consumption and some moved by other forms of transportation. Using the year 1948 as a base year, the chart indicates the degree to which coffee traffic has drifted away from the railroads.

The reason for the greater gross revenues in 1949 over 1948, even though tonnage was slightly less in 1949, was the increase in Ex Parte 166, which became effective on August 21st, 1948. Imports in 1949 dropped slightly due to a drought in Brazil.

The year 1950 showed a decrease of 4,700 cars handled by rail, even though there was an increase in the number of bags imported. The increase in importations was perhaps the result of the Korean War in June. There was, that time, some thought of putting price controls on coffee, resulting in heavy consumer purchases.

In 1951 there were less cars handled. However, revenue increased. This was due in part to threatened car shortages and heavier loading. An increase authorized by the Interstate Commerce Commission was reflected in the increase in revenue.

In 1952, cars, tons and revenue showed increases. Imports rose, showing an increase of 2% over the previous year. The Interstate Commerce Commission also authorized an increase in Ex Parte 175 of 15% surcharge effective May 2nd 1952.

The trend rose to 84% in 1953 with a general increase in number of cars, tons handled and revenue. The percentage of coffee imported rose to 1948's level, with imports of 21,025,000 bags, which was slightly under the number of bags of coffee imported in 1948, when imports were 21,045,000 bags. This increased movement was due to lifting of all price controls on coffee in the United States on March 12th, 1953. Substantial tonnage was handled by all rail lines.

Movement of Coffee by Rail				
Year	Cars	Tons	Gross Revenue	Trend
1948	39,847	1,144,263	\$12,331,995	100%
1949	40,166	1,112,325	12,515,918	.97
1950	35,519	906,896	9,813,464	.79
1951	34,470	955,340	10,452,259	.83
1952	35,100	947,441	10,891,586	.83
1953	36,122	965,900	11,813,152	.84
1954	30,218	790,502	9,846,158	.69
1955	31,035	782,057	10,227,635	.68
1956	32,300	828,199	11,196,956	.72
1957	31,272	788,983	10,893,212	.69
1958	28,405	718,474	9,897,884	.63

In 1954 the number of cars handled decreased by nearly 6,000, as did tonnage and gross revenue. Imports amounted to 17,077,000 bags, or nearly 4,000,000 bags less than the previous year. This was due to various factors, such as the severe freeze in Brazil which destroyed millions of trees. Much of the movement from ports was by transport other than rail, because coffee was an agricultural exempt commodity. Inventories in roasters' plants were kept at a minimum due to high prices on green coffee. Prices were at the point of creating consumer resistance. During this period there was considerable blending of chick peas and other cereals in an effort to reduce costs.

In 1955, there were increases in cars and revenue. This increase reflected the aggressiveness of many railroads in the country in inaugurating piggy-back services. It brought additional tonnage to lines which had lost some traffic to other forms of transportation. The adjustment of rates also attracted the return of some business, as did greater use of transit privileges. Interior roasters also began processing coffee for account of the U. S. Army, which before was being done by the government.

In 1956 there were increases in number of cars, tons and revenue which brought the trend back up to 72%.

(Continued on page 58)

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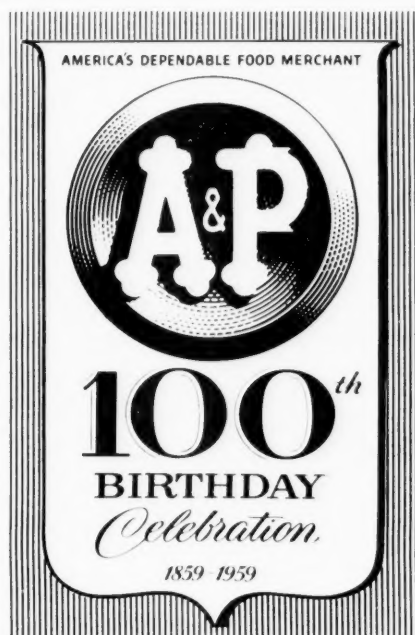
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a decade in transportation

coffee and marine insurance

**Rates on coffee trended downward during the past decade
— but now the loss ratios have taken a turn for the worse**

By GEORGE C. DANGMAN, Johnson & Higgins

Coffee and marine insurance have gone hand in hand through the centuries, and every student of marine insurance cuts his teeth on the fact that the famous Lloyds of London started in one of the then popular coffee houses in the late 17th Century.

Marine insurance is a necessity to any commodity moving on the high seas, and with coffee our number one import and the major export of more than 20 nations a close working relationship has developed through the years.

Like most marine insurance, the automatic open cargo policy of a coffee importer is tailored to his particular needs, but in the main the specific insuring conditions on coffee has been the standard "All Risks" clause, which in general covers against loss or damage to the commodity from any external cause, irrespective of percentage. To this clause is usually added another paragraph either setting forth the "Skimmings Clause" or other method of loss adjustment. Strikes and riots and war coverages, which are excluded under the provisions of the basic marine policy and the second by the issuance of a separate attendant war risk open policy. An important part of the policy is the valuation section in which is set forth the agreed valuation of the commodity for insurance purposes, and all importers should go over these clauses periodically with their brokers to see that they are kept up-to-date and reflect current requirements.

Marine underwriters as a whole endeavor to predicate their rates on an individual assured's premium and loss experience, putting the major weight for their premium charges on those losses which are peculiar to that assured's trade and which constantly occur, and lesser weight on losses occasioned by major casualties, such as strandings, sinkings, fires, collisions and the like which fall on everyone equally and which no individual assured could control.



Coffee, while a good product and as such particularly susceptible to damage and contamination from many sources, has enjoyed better than average insurance rates over the years. This is understandable when you consider the tremendous volume involved and the efficient methods that have been developed for its handling, stowage and transportation. Rates from Brazil in particular have been at a minimum, reflecting that country's terrific facilities for the exportation of their number one product.

In general, coffee insurance rates have been on the decrease during the last decade, especially on shipments from the Latin Americas. This has been brought about in the main by the diminution of the extra charges placed on marine insurances for the additional marine hazards encountered during World War II, with rates from Brazil in particular enjoying a number of revisions downward through the past ten years.

Lately the loss experience on coffee in general has taken a turn for the worse, and underwriters are closely scrutinizing the situation, especially in those areas which are leading the adverse trend. Fortunately, in the past decade coffee has been practically free of major casualties, the only one of moment being the stranding of the S. S. BOLIVIA enroute from Colombia in January, 1956, which loss was felt by the entire marine insurance fraternity.

There have, however, been other claims in substantial amounts which added to the importers' and underwriters' insurance woes, such as the constantly recurring pilferage losses on coffee moving by truck on the new road from Medellin to Cartagena during the first few years of its operation.

Other claims of major proportion developed early in 1957, when a number of vessels discharged Ethiopian coffee in a contaminated condition. Marine insurance surveys generally were of the opinion that the coffee had been contaminated prior to shipment and underwriters denied liability. This, of course, brewed up a storm in the market, and letters and cables were received from all parties involved, most of them self-serving and to the effect that the coffee was in perfect condition when

(Continued on page 49)



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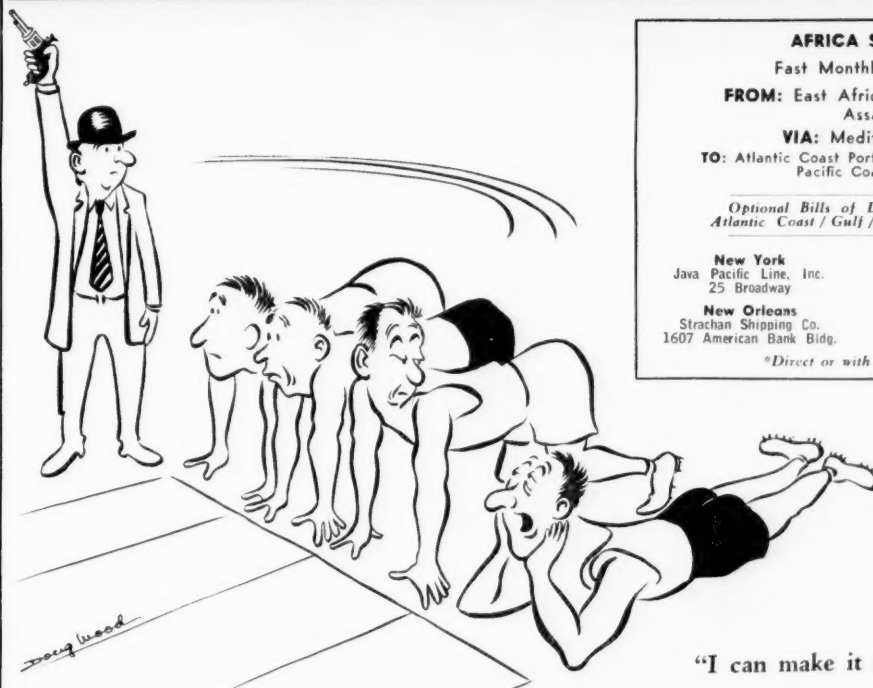
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a decade in transportation

Chicago — America's next coffee port

It costs less to bring coffee to Chicago via the St. Lawrence Seaway, says this roaster. But there are two problems . . .

By ROBERT H. COHN, Vice President
Continental Coffee Co.

Last June our company brought 115,500 lbs. of Colombian coffee directly to Chicago via the St. Lawrence Seaway. While the poundage in itself was not significant, we feel that the event marked the beginning of an era—one in which coffee will be increasingly shipped to Chicago by water.

Traditionally, of course, coffees are shipped to Chicago from New York and New Orleans ports. This means unloading at these ports and subsequent reloading on rail cars for shipment to Chicago. Total transportation costs for coffee shipped from Colombia via New York to Chicago are about \$36.00 a ton at current rates. On the other hand, coffee brought directly through the Seaway to Chicago costs about \$29.00 a ton, including local cartage charges.

You can well understand why we are enthusiastic over the prospects of expanded use of the Seaway. It is quite probable that with the reduced freight rates made possible by the Seaway, Chicago, the heart of the populous Midwest, will become a major coffee port within the next decade.

In previous years, the location of roasting plants was frequently determined by port-to-plant freight rates. Thus, the majority of roasters have been concentrated in port cities. If Chicago becomes a major inland port, as contemplated, we expect that many roasters will set up facilities here.

In addition, the "spot market" maintained in green coffee has up to now been in New York, New Orleans and San Francisco. As Seaway use expands, importers and jobbers may well maintain stock spots in Chicago. Midwestern roasters could then buy coffees "spot Chicago" rather than purchasing spot quantities in New York.

As for our own company, we have thus far brought in close to half a million pounds from Colombia and Venezuela via the Seaway. It is apparent that the Seaway has not yet become a major factor in our operation. It is not, however, because we have any doubts about the advantages of the Seaway to us.

The problems of expanded use are two. First is frequency of sailings. There simply are not enough scheduled sailings to fill our needs. Secondly, at the present time,



Jacob Cohn (center) chairman of the board, Continental Coffee Co. accepts delivery of the first shipment of coffee to come directly to Chicago from South America via the St. Lawrence Seaway. Mr. Cohn is presented with the bill of lading noting delivery of the coffee by Alfred Miessi, vice president, Continental Illinois National Bank. The bank processed the letter of credit for the importation of the coffee. Captain Harold Andreasen, of the Grace Line's Santa Regina, watches (right), as does Stanley Curtis, Continental Coffee vice president (left).

the major steamship lines have not initiated sailings from many of the important coffee producing countries. We have been unable to use the Seaway to obtain coffees grown in such countries as Brazil, Mexico, El Salvador and Guatemala.

It is our understanding, however, that a leading European shipping organization will establish service from Brazil to the Great Lakes during the 1960 season, which begins in April of next year. We have also been informed, by a reliable source, that an American line will then be authorized to make this run.

According to another source, Arthur B. Johnson, general manager of the Great Lakes Division, Grace Line, there should be six ships in service from Colombia next year, two more than at the present time. This will give Chicago Seaway service from the Colombian ports of Barranquilla and Cartagena every week or ten days during the seven-month season. Shipments from Barran-

(Continued on page 77)

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a decade in transportation

communications ease the way

By JOHN J. BARRETT, American Cable & Radio Corp.

Between the coffee grower's plantation and the consumers table lie thousands of miles of ocean and mountain terrain—and thousands of words of business transactions, market reports and shipping instructions.

The pulsing thread that "delivers" coffee, tea and spices to the consumer is made up of submarine cable, radiotelegraph and ship-to-shore radio networks of modern worldwide communication.

Listen, for example, to the rhythmic beat that gives life to international trade through communications at the central office, located at 67 Broad Street, New York City. Here highly trained and experienced people are on the job around the clock every day of the year.

At this point in geography are joined the intricate cable and radio networks of the System companies. (All America, Commercial Cables, Mackay Radio and Sociedad Anonima Radio Argentina), comprising some 174,500 miles of submarine cable channels, up to 15,500 miles of land lines and over 80 radio circuits. Here the even but rapid flow of messages is controlled and directed from one network to the other, or from one circuit to another within the same network, according to the amount of message traffic that needs to be processed at any given moment.

Last year the number of messages handled was 9,100,000. Thus, this office measures the pulse of the System.

The combination of cable and radio networks, formed to make up the largest American international telegraph system in the world, is at the instant disposal of all those engaged in the varied marketing activities necessary to bring coffee, tea and spices into the homes of people

the world over. In the United States, the service is available to all international business firms in three ways: through offices located in the "gateway" cities of New York, Washington, D. C., and San Francisco; by nationwide teletype to these cities; and by using domestic telegraph offices and private wire facilities to route international telegrams through one of AC&R's operating companies.

During the past ten years, the AC&R System, an associate of ITT, mindful of the needs of the growers, brokers, shipping agents and others, has constantly expanded its international telegraph facilities by opening new telegraph offices overseas, increasing the capacity of both cable and radio channels many times over with underwater cable repeaters and multi-channel electronic devices, and by developing and introducing Telex and Leased Channel Services to provide two-way, direct teletypewriter service between correspondents separated by thousands of miles.

In the field of two-way, person-to-person international record communications, both of the Telex and the Leased Channel Service are playing a vital role. Telex service permits the subscriber to "talk in writing" with his overseas correspondents. Parties to a Telex call can clarify important matters, place orders directly to buy and sell, and in general speed up business transactions. Telex service, introduced in March, 1956, by AC&R, now makes it possible for all AC&R and Bell System TWX teletypewriter subscribers, of which there are more than 40,000, to place calls with subscribers located in Europe, Africa, South America, Far East, Hawaii and Puerto Rico. Charges for this service are based on elapsed time, not the number of words, and the rates range from \$2.00 to \$3.75 per minute, subject to a three-minute minimum.

Similar to Telex, but for large volume users only, is Leased Channel Service, a customer-operated, closed-circuit international telegraphic channel which permits the continuous flow of message traffic between international offices of the subscriber on an 8, 12 or 24 hour-per-day basis at speeds ranging up to 100 words per minute.

Over the past decade, Leased Channel Service has been made available through the widespread application of modern multi-channel equipment, which has greatly increased the System's traffic capacity by permitting the expansion of one single channel into eight standard printer channels.

(Continued on page 77)



This poster is part of the Butter-Nut Coffee campaign underway in California markets. The Omaha, Nebraska, company is continuing high intensity coverage through the fall months, Outdoor Advertising Inc. reports. Radio, TV and newspaper advertising is also being used in the promotion. D'Arcy Advertising is the agency.

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a decade in transportation

Port of New York — coffee capital of North America

By S. SLOAN COLT, Chairman
The Port of New York Authority

If any one fluid could be called "The Lifeblood of North America," it would be coffee. Likewise, if any one area could be called "The Coffee Capital of North America," it would be the Port of New York, where more of the aromatic product is imported, roasted and marketed than any other metropolis in the world. The history of this fabulous bean and its many social and economic ramifications provides a fascinating study of America's number one beverage.

The New York-New Jersey Port's traditional leadership in the coffee trade goes back the best part of three centuries, to 1683. In that year, a brisk coffee trade was developed, a leading customer being William Penn, who made purchases for his settlement in Delaware. In these early days, cocoa, coffee and tea were in stiff competition, but the Boston Tea Party of 1773 made the consumption of tea almost unpatriotic, and coffee then began to outdistance both rivals for the buyers' favor.

This popularity in the United States continues undiminished to the present day. The tonnage of coffee consumed in this country is far greater than that of any other nation; retail sales are approximately \$2.5 billion. The Pan-American Coffee Bureau reports that in 1958 green and soluble coffee imports into the continental United States were valued at \$1.18 billion, or 9.2% of the value of total imports of \$12.8 billion. As in earlier years, the Bureau says, "Coffee was the most important agricultural commodity imported into the United States, and in fact it ranked second only to petroleum products." About 85% of all United States coffee imports in 1958 came from the 14 producing countries in the Western Hemisphere. The remainder came from Africa, the Middle East, Asia and Oceania. In 1958, over 655,000 tons of coffee were discharged at the Port of New York, representing 53% of the 1,222,000 tons that were imported into the United States as a whole.

Coffee provides employment for many thousands of people in the United States—with the shipping companies bringing it to American ports and handling it in domestic channels of distribution; with importing, roasting and processing firms; with banks that finance its purchase and movement; with manufacturers of processing machinery and equipment for packaging; with food stores and other retail outlets;



A view of Port Authority piers in Brooklyn, looking toward Manhattan.

and with some 400,000 restaurants, hotels, luncheonettes, fountains and drive-ins serving coffee.

Obviously, then, the rapid efficient transportation of this vital commodity from plantation to consumer is of top priority. By its very nature, coffee is susceptible to irreparable damage as it moves these thousands of miles, making its handling and safekeeping the job of experts. For this reason, the Port of New York, with its highly developed network of water, truck and rail transportation and its unlimited reservoir of men trained in all phases of coffee handling, is by far America's leading port of entry for coffee.

Over 30 steamship lines of the 170 which call regularly at the Port of New York transport coffee from the world's producing areas to the United States. Their holds crammed with hundreds of bags of green coffee and tons of general cargo, freighters dock at piers in Brooklyn, on the East River, along the New York and New Jersey sides of the North River and at Port Newark. From these piers, the coffee is transported by truck and rail to warehouses and roasters throughout the metropolitan New York region, to other points in the eastern United States and to the Midwest.

In the bi-state metropolitan region alone, there are 32

roasters. These include small operations as well as giants of the industry, such as General Foods and A & P, both of which import huge amounts of green coffee through the Port of New York. At these various roasting plants, the green coffee beans are blended, roasted and ground to suit the varying tastes of the nation's coffee drinkers.

Green coffee normally passes through seven stages of transportation on its way from the plantation to American roasting plants via the Port of New York. First is the move from the drying ground or cleaning plant to the railroad, river boat, truck or other means of transportation that, second, carries it to the city of export. Third is transfer into the warehouse at point-of-shipment. Fourth is hoisting into a freighter for overseas movement. Fifth is discharge at the Port of New York. Sixth is movement from the pier to the receiving warehouse, unless it is slated to go directly to the roaster from the pier. And seventh is transfer from the warehouse to the roasters' plants.

The sooner the coffee arrives at destination, the better. Any coffee shipments which require lengthy transit time may find themselves competing on arrival in the United States with shipments that departed from Latin America, Africa or Asia on a faster vessel and at a lower price. The mechanics of coffee handling and distribution, therefore, must be coordinated to assure prompt delivery.

Consequently, the availability for fast, dependable steamship services from the producing areas to the Port of New York is one of the bi-state harbor's greatest assets. In addition, steamship lines serving the New York-New Jersey Port call on one-third more of the world's coffee ports than lines serving the closest competing American port. Furthermore, these New York lines make almost three times as many calls at these ports in a month as do the lines serving the second-place port. Also, the fact that only lines serving New York Harbor call at all coffee ports throughout the world to pick up types of coffee used by some American roasters for blending purposes is another asset of the bi-state harbor.

Of vital importance in the ocean shipment of green coffee is the availability on these freighters of cargo ventilating systems so that the coffee, packaged in burlap bags and stowed in tiers in the hold, can be given thorough airing. These bags weigh 132 pounds if originating in Brazil and generally 154 pounds if originating elsewhere. Proper ventilation keeps the coffee dry for the entire voyage. As a further precaution, all metal parts in the hold are wrapped in burlap to prevent sweat from dripping on the coffee and ruining it before it arrives at the port of entry. In connection with the stowage of coffee, it is interesting to note that steamship lines are constantly on the lookout for more efficient handling methods. One line experimented with stowing the bags in metal containers, but the problem of metal sweat temporarily thwarted the maneuver.

Through many years of experience, the Port of New York's longshoremen have become expert in discharging bagged coffee from incoming ships and storing it on the pier for rapid inspection by the samplers and weighers. Specially designed slings, capable of holding 15 bags at a time, are used frequently in the unloading process as are wooden pallets holding 16 bags at once. The slings and pallets, which vary in design and capacity somewhat at different points in the bi-state harbor, are loaded in the hold by longshoremen and swung to the pier by ship's gear. The growing tendency of steamship lines to construct

"Mark my word"



By MARK HALL

DO YOU KNOW HIM?

This can't be you, BUT don't think he doesn't exist.

He could be anybody—a salesman, one of those personality guys who does a buyer a favor by saying, "Sign here."

His sales talk has an easy-flowing eloquence, garnished with spicyness and polished erudition.

If he can't answer a question, he talks fast about something else, dismisses it from his mind as irrelevant, immaterial and inconsequential.

He shuns detail, not because he cannot master it, but because this type of work is not according to his fancy.

His judgments are biased and astigmatic on every question with a solution requiring effort. When such a problem is placed before him, he drops his eyelids.

He lampoons the boss because the boss makes him do things he doesn't like to do.

If the boss is critical of him, it is because the boss does not appreciate how important a man he is.

If he makes a mistake, he flippantly blames someone else. To object to this is to lose a dear friend.

To get and hold business, he places too much stock in the "very important people" he knows and in "pal of mine" individuals.

With a big expense account, he easily drifts from spending it on his customers to entertaining his buddies in their favorite haunts.

He holds his job by heavy selling and chest expansion in front of the boss, who is impressed for a while.

Eventually the boss decides he is not the indispensable man. Then the personality talks himself into a new job with more money. But time will catch up with him—and before he has paid all his bills.

In the meantime, the guy with the inferiority complex and brains, working hard to overcome his limitations, takes over.

All is not gold that glitters.

bigger cargo ships, outfitted with roomier holds and equipped with other innovations, such as electrically operated hatch covers and other improvements, have combined to speed up this ship-to-shore movement in recent years. Although these improvements have been made to reduce discharge time of cargo in general, the fact that coffee is

(Continued on page 73)

a decade in transportation

coffee handling at the Port of New Orleans

By T. J. SMITH, President
Board of Commissioners of the Port of New Orleans

*"... as black as the devil,
As pure as an angel,
As strong as love,
And as hot as hell..."*

This was Talleyrand's description of the perfect cup of coffee, and New Orleans has never been of much mind to disagree.

It is one of the United States' two major coffee ports (New York is the other)—and, as such, it takes its coffee seriously.

And well it should.

For coffee is not only the Port of New Orleans' most valuable import, but its yearly dollar value amounts to roughly half the total value of all imports into New Orleans.

Coffee and the Port of New Orleans grew up together.

The first coffee known to arrive was landed in 1803: 1,438 bags of it.

This was a significant year for New Orleans—the year in which the Louisiana Purchase was consummated. That purchase, which took not only New Orleans but the vast western half of the Mississippi Valley into the union, insured the speedy development of a huge hinterland for which New Orleans was to serve as the major port.

Yet, for many years after that initial shipment in 1803, coffee arrived only sporadically at the Port of New Orleans. These were the years when New Orleans was primarily a cotton port, and an American merchant marine was practically non-existent. As a result, coffee was unloaded onto the wharves here only as foreign freighters called at the port to pick up cotton.

If New Orleans was to become not only a coffee port but a true world port, it obviously needed regularly scheduled freighter service between its wharves on the Mississippi and overseas points. Only thus could the port handle a great variety of general cargo and achieve some balance between imports and exports.

In a sense, coffee was the commodity upon which New Orleans founded a world trade valued at upwards of \$2 billion a year.

In 1919, a group of forward-looking business men, including a number of local coffee merchants, founded the



Mississippi Shipping Co., for the purpose of engaging in steamship operations between U. S. Gulf ports and Brazil.

Brazil, then as now, signified "coffee" in world trade. Using the trade name "Delta Line," the Mississippi Shipping Co. soon played a major role in the marketing of coffee throughout the mid-continent U. S., with the result that it shortly became known affectionately as "The Coffee Fleet"—just as its home wharf at Poydras Street in the Port of New Orleans is known throughout the harbor as "The Coffee Wharf."

New Orleans annually imports enough coffee to make 15 billion cups of what the Viennese, when coffee was introduced there 275 years ago, called "a black soup for drinking," and often over half of the coffee coming into the port arrives on Delta Line ships and is unloaded at the Poydras Street Wharf. Thus, Delta Line retains its supremacy as a coffee carrier, largely because it has extended its original Brazilian route to include Uruguay and Argentina, and also has added new routes, such as the profitable West African run, which now supplies coffee second in value only to that of Brazil itself.

The unloading of coffee at Delta Line's Poydras Street Wharf is still a colorful operation, although, as with many port operations in this day of mechanization, the color has diminished somewhat from the old days of "tote dat bar," lift dat bale."

In those bygone days, the song had an almost literal truth: from the time sacks of coffee reached the wharf apron, through the Wharf shed, to the loading apron in the rear, it was borne by stevedores known on the waterfront as "head-toters."

The day of the head-toter is gone now. On the Poydras Street apron now, ship's booms swing canvas slings over the ship's side; each sling holds 13 bags of coffee, and each bag weighs 132 pounds. The canvas slings are positioned by four stevedores above the little trailers pulled by tractors known as "mules." Then the slings are unhooked and the tractor pulls its load into the wharf, where groups of six stevedores take turns at lifting the sacks—two men to a bag—on the proper pile (according to consignee) inside the shed.

Back in the days when longshoremen were largely illiterate and coffee from the producing nations was often stacked haphazardly in the holds of a ship, a system of colored flags was used to guide the stevedore to the pile in the shed where a particular bag of coffee should be. A flag with a symbol decorated the post around which a particular con-

(Continued on page 68)

coffee and marine insurance

(Continued from page 40)

shipped and underwriters should pay without question.

Among the many (and there were very, very many) theories put forth as to the cause of this damage was one that the coffee became contaminated by reason of being held in storage at the interior point of shipment due to lack of available steamer space brought about by the Suez crisis and closing. This was an interesting theory when you consider that in the early days of Java imports, on voyages of up to five months in sailing vessels entailing double crossings of the equator, the coffee was felt to improve in flavor considerably and bonuses were paid if the vessel were delayed beyond its usual schedule.

This Ethiopian loss problem was finally resolved between the assureds, their brokers and underwriters, but it brought into the limelight the fact that although in a number of cases the coffee had been purchased by the importers F.O.B. port of shipment, the shippers were depending on the buyers' warehouse-to-warehouse clause in their insurance policies, despite the fact that no stipulation had been made in the contract of sale requiring the buyer to insure from the time of leaving the seller's warehouse at the interior point of shipment.

It is generally a relatively easy matter to extend the ocean insurance to protect the interest of the seller between warehouse at original shipping point and point of transfer of title, but it should be borne in mind that


in some instances this may involve additional premium as a result of the increase in the extent of risk.

The coffee underwriting market was just recovering from the Ethiopian situation when several vessels arrived in the early fall of 1957 from Portuguese West Africa with large portions of their coffee cargoes in a "musty" condition. Here again the cargo surveyors in general felt that their examinations pointed to the damage as a pre-shipment condition, which was unequivocally denied by the shippers. This problem also took considerable negotiations between the involved parties before a settlement was reached.

Another problem facing the insurers of coffee today is the purchase of shipments at intermediate ports. There have been several instances where coffee produced in one country is shipped to a second country and then sold to American importers at the intermediate point just as if it were the native product of the second country. The fact that such coffee had been exposed to previous handling, and in many cases shipped by sub-standard methods of transportation, such as sailing vessels, has not in all instances been divulged to underwriters.

There is an implied warranty inherent in marine insurance contracts that unless otherwise agreed, merchandise to be covered under an open policy must be in sound condition at time of shipment. If the facts subsequently reveal otherwise, an underwriter may justifiably decline to pay any loss, unless it can be shown beyond

(Continued on page 79)



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since 1919**

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a decade in transportation

the Golden Gate's most valuable import

"There are predictions of bulk coffee containerization . . ."

By CARL M. SMITH, Port Director
Port of San Francisco

At these big Port of San Francisco docks of ours last year, 225,000,000 lbs. of coffee beans were discharged from the holds of busy merchant ships flying the flags of several countries.

It was our most valuable single import, having a worth of approximately \$100,000,000. Only copra was ahead by weight, with 266,000,000 lbs.

Since the end of the war, and especially during the past decade, the roasting and processing of coffee have become San Francisco's fourth ranking industry.

In any event, the humble green bean has a substantial economic impact on the City by the Golden Gate. That much cargo just naturally means work and income to hundreds of men and a host of businesses.

But San Francisco has more than a dozen sizeable coffee plants to boast of:

Alexander-Balart Co., Blue Ribbon Products Co., Inc., Geo. W. Caswell Co., J. A. Folger & Co., General Foods Corp., Hills Bros. Coffee, Inc., Jones-Thierbach Co., Schilling Division of McCormick & Co., Inc., Manning's Coffee Co., MJB Co., Nestle Co., Standard Brands, Inc., S&W Fine Foods, Inc., United Coffee Corp., U. S. Coffee Co., Inc., and Wellman Coffee Co.

Simply because of its location, this is a good port for coffee. Its moderate climate helps to maintain a consistent grade of finished ground coffee—and to reduce storage and production costs.

Coffee pier sheds are airy, spacious, allow quick handling, easy storage and speedy pick-ups for delivery to plants. Ultra-modern docking facilities, such as the model \$6,000,000 Mission Rock Terminal and the multi-million-dollar combination piers — 30-32 and 15-17 — are an additional help to coffee shippers.

There are 130 acres of covered dock space at 42 deep-water piers—enough berthing space for a hundred or more modern freighters.



San Francisco's immense coffee business, three times that of any other West Coast port and third largest in the nation, is due both to the city's powerful position as a world port (112 steamship lines link nearly 300 major shipping centers around the world) and to the fact that San Francisco is a major West Coast terminus for a vast network of rail, truck and air lines.

Nearly all of the coffee passing through the port is processed, packaged and distributed by San Francisco plants.

Raw material for the big San Francisco roasters is brought here by a dozen or more steamship lines: Luckenbach, States Marine, Java Pacific & Hoegh, Holland-America, Johnson, Italian, French, Gracolumbiana, Westfal-Larsen, Moore-McCormack, O.S.K., Daido, Chilean-North Pacific, and Grace.

The Port of San Francisco customarily gets the "lion's share" of all coffee brought into the entire Bay Area. Last year, San Francisco got nine-tenths of the total.

Of special interest to the Port is increasing soluble coffee production. Folger's, for instance, will begin construction soon of a new plant at a 12-acre site in South San Francisco. Other companies either already have San Francisco plants or intend to build them soon.

As industry leaders point out, increasing soluble production is in addition to normal ground coffee quotas. It follows that more green beans will be surging across Port of San Francisco wharves as a result.

Some of the grades which lend themselves to solubles include the Africans, in which there has been a burst of shipping activity during the past year. And so still more Port of San Francisco dock floors have been covered with the familiar bulging burlap bags.

A dash of mystery has spiced the waterfront coffee scene. There are predictions of imminent bulk coffee containerization. Nothing has been formally or publicly declared, however.

As a result of bigger coffee cargoes, and because of the shifting needs of modern ocean commerce, more big, new docks and special terminals are in immediate prospect here. Work may start by year's end on the first in a \$50,000,000 series of projects under a new Port improvement program.

(Continued on page 72)

how methods of transporting coffee have changed during the decade

(Continued from page 18)

for increased uses of containers and have even included in the design of newly built vessels special arrangements for handling containerized cargoes. Some shippers and receivers also have been demonstrating increased interest in the use of containers for their cargoes.

While containerization is a definite current trend in modern ocean transportation, its practical adaptability for coffee is still something which will require a great deal of attention and study. Aside from some problems of handling and ventilation, which probably in time could be solved, there is the problem of customs and other governmental controls and regulations, particularly in the countries of origin. The ideal arrangement, of course, might be to have the container loaded at the coffee warehouse at the ports of shipment, and then have these containers (unopened during transit) delivered to the consignee's warehouse at destination. Such an arrangement might reduce loss or damage during transit and lead to economies by simplifying handling. As a matter of fact, it could lead to entirely new ideas for the handling and transportation of coffee. However, customs and other government regulations and practices of many years' standing, especially in the countries of origin, are not readily subject to change. Thus, the extent to which containerization might be utilized for the transportation of coffee could possibly be limited to the extent that such government regulations would permit.

While containerization could become a new development in the handling of coffee, it is not necessarily the only possibility. The ingenuity and enterprise of the many groups involved will constantly explore all possibilities for the improvement of the handling and transportation of coffee, and some new methods might be devised which have not yet even been contemplated.

transporting coffee from East Africa

(Continued from page 23)

since when coffee ships load at tropical East African ports and discharge at winter North Atlantic ports, cargo-sweat, causing mold, can be a problem.

Lykes Lines has monthly sailings from East Africa to New Orleans and other U. S. Gulf ports.

Nedlloyd Line, whose ships fly the flag of Holland, provide monthly service to U. S. North Atlantic ports and to Pacific Coast ports of the United States. Whereas Farrell, Robin and Lykes ships return via the Cape of Good Hope, Nedlloyd ships proceed via the Red Sea, the Suez Canal, the Mediterranean and then trans-Atlantic. The transit time is the same in either case, approximately 30 days.

Farrell Lines and Robin Line issue optional bills of lading to Pacific Coast ports, transshipping at New York.

The shipping services provided by Farrell, Robin, Lykes and Nedlloyd have been an important factor in the increasing popularity of East African coffees in the United States.



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**imports
via Los Angeles**

By KERMIT R. SADLER, Traffic Manager
Port of Los Angeles

More green coffee was transported to and through the Port of Los Angeles during our fiscal 1959 (ended June 30th) than in any year of the past decade. And it's safe to say it was transshipped both in bean and processed form to more markets in the great Southwest area than ever before.

Over 72,000,000 lbs. of coffee are estimated to have arrived at our wharves last year from the coffee producing countries of the world. This compares with 67,570,000 lbs., imported through the port in fiscal 1958, also a record year, and 63,952,000 pounds ten years ago.

It takes little probing to discover numerous reasons for the rise in coffee imports. Certainly the most dramatic are the phenomenal growth in population and the general prosperity of the Southern California economy.

By mid-1959 (calendar year) the total population of the southern half of the state had passed the 9,600,000 mark. During 1960, it is expected to top 10,000,000.

Employment of all kinds was up more than 4%, and in manufacturing the increase exceeded 5% in the first half of 1959 compared with the same period in 1958. A similar comparison of personal income showed a rise of 9%.

The post-recession business upswing has grown steadily stronger. Retail sales during the first half of this year were 10% higher than in the January-June period of 1958.

These few economic benchmarks prove that the market potential of Southern California is continually expanding.

But to foreign suppliers of green coffee, as well as to the processors, wholesalers and retailers of roasted coffee, the best market potential in the world is of little good unless it can be reached quickly at a reasonable cost.

In other words, the age-old chain between producer and buyer—the distribution system—must be adequate and smooth-functioning at all times.

The first long link in the chain is one that the coffee exporter can to a large extent control. It is the transportation of the green beans from plantation to port of entry to the ultimate market. But once the coffee is unloaded on the docks, both exporter and importer must rely on the port's facilities and surface transportation systems to complete the second link in the chain.

Los Angeles offers the best possible facilities and a distribution system second to none.

Our port is served by 175 long-established trucking

companies which are specialists in the intricate handling of foreign shipments. According to the "voice" of these firms, California Trucking Associations, Inc., about 85% of all cargo discharged from ships moored at Los Angeles Harbor is picked up by motor trucks for delivery throughout the Southern California area—and sometimes through the southwestern states of Arizona, New Mexico, Nevada and Utah.

Shippers to this port can also transship by rail through a system that brings railroad cars dockside when needed. Heart of this system is the Harbor Belt Line Railroad which is jointly operated by the Board of Harbor Commissioners and these four rail lines: Southern Pacific, Pacific Electric Railway, Union Pacific and The Atchison, Topeka and Santa Fe.

Last year, the Belt Line handled 70,086 cars carrying a total of 2,143,679 tons of cargo, both inbound and out.

But since most of the processing of coffee shipped to Los Angeles Harbor is done in plants easily reached by trucks, this form of transportation is the most feasible and is used almost without exception.

The very nature of Southern California's growth has brought high development to the trucking industry of Southern California. In this lower half of the state, there are 1,153 communities with 717 of them entirely dependent on trucks to receive and ship the products they need and produce.

New subdivisions to take care of the ever-climbing population are the rule—rather than exception, with complete shopping centers an integral part of these developments. Thus another link in the distribution system—this time from processor to retailer—is most efficiently served by trucks.

There are more trucks in Los Angeles County alone than there are in 30 of the 50 states. And our experience indicates clearly that as Los Angeles Harbor expands to handle greater tonnages of cargo, the trucking industry will keep pace by adding more vehicles.

Over the past ten years, producers have shipped over 611,000,000 lbs. of green coffee to Los Angeles Harbor. Here, experienced longshoremen have handled it as directed by the importer—generally transferring it immediately from ship to waiting truck.

In the coming decade, we anticipate a continuation of the upward trend in coffee imports into this ever-expanding market.

moving tea from Northeast India

(Continued from page 30)

tent by the earthquake of August, 1950 and subsequent floods, and river steamers were unable to reach Dibrugarh.

There was transport dislocation in 1952, caused by the floods in the Dooars. On April 14th, 1954, a severe cyclone swept over parts of the North Bank of the Assam Valley. In mid-June, extensive flooding took place in the Doom Dooma Circle and in mid-August in Upper Assam.

While natural calamities must continue to occur and cannot be guarded against, transport organizations have shown great resilience in overcoming these difficulties, and have made much progress in other directions also, in recent years. The number of railway wagons available for tea carriage has been greatly increased and the railway line linking Assam and North Bengal with the rest of India has been strengthened. In latter years, the steamer companies have introduced a new express carriage service which has cut the delivery time between Assam gardens and Calcutta to approximately one-third of the former transit period. This has been coupled with much greater provision of transit warehousing space by the steamer services and has resulted in a considerable improvement in eliminating delay in transit and congestion at the port.

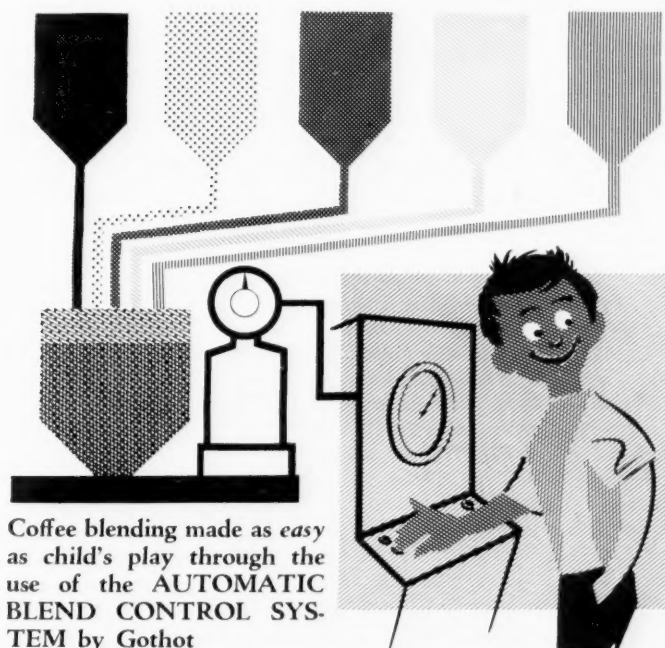
The volume of international shipping available for tea export from Calcutta has increased in the last ten years

and many lines now operate express tea services. In 1947, there were four companies operating liner vessels out of Calcutta to U. S. North Atlantic and Gulf Ports, with one joint company servicing the Pacific coast. From 1947 to 1951, an Indian steamship company provided approximately eight sailings a year to U. S. North Atlantic and Gulf Ports. Due to the Korean War, these sailings ceased in 1951 but began again in July, 1958. In 1957, two non-Indian companies joined the Calcutta/U.S.A. Conference.

During the last ten years, owing to the improvement in construction and speeds of the vessels concerned, the average transit time from the East Coast of India to the U.S.A. has been cut from eight to six weeks. Although the working of Calcutta Port still leaves much to be desired, many of the industry's problems in securing transport for export may be said to have been considerably reduced. Generally speaking, however, exports from Northeast India to U. S. ports have shown a substantial decrease over the last eight years, even allowing for greatly increased shipments during the Korean War.

Unfortunately the improvement in transport facilities has been paralleled by rising costs. Besides the freight rates, a large number of intermediate charges, terminal charges, transshipment charges, ghat charges and increased surcharges have been introduced. In addition, the Assam carriage tax on tea carried by roads and inland waterways became leviable from June 1st, 1954, at

(Continued on page 67)



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a decade in transportation

better coffee handling methods in Portland

By THOMAS P. GUERIN, Manager
Portland Public Docks

The growing import of coffee through Portland, Oregon, in recent years has brought new and better methods of handling and moving the coffee towards its final destination. The harbor's general cargo facilities have readily adapted themselves to the growing amounts of coffee imported here for distribution throughout the Pacific Northwest and Alaska.

One of the leading industries in the City of Portland is coffee processing. Here are located several of the nation's largest and best known coffee houses, importing coffee for an area encompassing more than 250,000 square miles in seven states. Portland, leading dry cargo port of the Pacific Coast, is the natural distribution center for an area equal in size to that of New Zealand. Located at the juncture of the Northwest's two mightiest rivers, the Columbia and Willamette, Portland is served with daily arrivals of modern ocean liners from every corner of the free world. From more than 17 countries, these vessels bring one of the harbor's most substantial imports—coffee beans.

A typical reception point for this cargo in Portland is Terminal No. 1, one of two large general cargo terminals in the harbor operated by The Commission of Public Docks. Terminal No. 1 is an eight berth deepwater terminal. Among the lines calling here are Moore-McCormack and Nedlloyd, two frequent carriers of the rich, ripe coffee beans from South and Central America and Africa. The vessels are berthed at the terminal's newly revamped facilities where the wide aprons and large, open transit sheds provide excellent working conditions for the handling of thousands of bags of coffee.

Portland's longshore labor force is among the finest on the Coast. The workers unload the coffee with efficiency and dispatch, quickly moving the cargo into the sheds aboard pallet boards to await inspection by customs and the consignee. Coffee lies on the dock only a short time before it is moved to the coffee plants, most of which are located within short distance of the docks.

The majority of Portland's coffee roasters own their own pallet boards and move the coffee from the floor of the sheds to their plants on the boards. This plan originated in Portland and has since spread to practically

every other coffee port on the Pacific Coast. It provides time-saving movement of the product and allows easy storage when the coffee arrives at the plant. The coffee is weighed, still on the boards, upon arrival at the plant. From its resting place at the plant it is again moved, on the boards, to the first stage of processing.

The movement of coffee into Portland's harbor has been increasing steadily over the past years. Imports for 1958 showed a healthy gain of more than 15% over the previous year's total. This is due to a substantial growth in the population of Portland and the Northwest. The growth rate in this area is the fastest in the United States, showing a 21% increase in population between 1950 and 1957, compared with a national growth of 13% for the same period. The influx of people into this region is bound to continue, as the great natural resources are developed still further. All of this adds up to a continued need for more and more coffee.

A survey of Portland's coffee imports over the past decade shows a healthy, steady growth pattern consistent with the population's coffee drinking habits, the growth of Portland's port facilities, and the population growth of Portland's trading area.

The five year period, 1949-1953, shows the beginning of a trend to greater coffee imports, a total amount of 41,604 tons entering through the Port of Portland during that period. The breakdown is as follows.

1949	8,995 tons
1950	7,826 "
1951	5,974 "
1952	6,834 "
1953	11,975 "

This growing volume continued, as is shown in the following five year period:

1954	11,890 tons
1955	18,415 "
1956	19,872 "
1957	15,918 "
1958	16,091 "

The period 1954-1958 brought more than 82,000 tons of coffee over the Portland docks.

Figures for the first six months of 1959 show 10,821 tons of coffee imported through Portland, indicating a record year for coffee imports.

(Continued on page 71)



Origin of Vessels Handling Shimizu Tonnage				
Country	Number of Vessels	%	Gross Tonnage	%
Japan	490	(56.0)	3,362,230	(54.4)
U. S. A.	93	(10.6)	792,964	(12.8)
England	96	(10.9)	745,473	(12.0)
Norway	68	(7.8)	440,106	(7.1)
Denmark	34	(3.9)	231,076	(3.7)
Sweden	25	(2.9)	159,180	(2.6)
France	17	(1.9)	124,000	(2.0)
Nether-lands	12	(1.4)	90,382	(1.6)
Others	40	(4.6)	234,957	(3.8)
Total	875	(100)	6,179,368	(100)

Shimizu—Japan's main tea port

(Continued from page 36)

quantity greater than 1,000 tons, there is quite keen competition for the business among the shipping companies.

It is a remarkable feature in transportation during recent years that cargoes arrive at the port just at the expiration of L/C for export commodity. This is most characteristic of French vessels.

What are the future prospects for Shimizu? Eight years ago the port was pointed out as one of the important ports in Japan. Considering this, it might appear that the volume handled is rather small—2,800,000 tons and \$117,000,000 in 1957. This is perhaps caused by its character as an intermediate port between Yokohama and Nagoya and Kobe. However, there is a project underway to establish modern harbor facilities before 1962, to enlarge small piers and to make available equipment for faster loading and discharging of cargo.

In 1953, the volume handled through Shimizu was 1,760,000 tons. In 1957, it was 2,780,000 tons. The average rate of increase during these five years was 14%. It is, therefore, estimated that by 1962 the tonnage going through Shimizu will increase to 5,800,000.

In the near future, and beyond, we expect the port of Shimizu—Japan's key tea port—to continue developing and progressing.

Year-end highway safety campaign

readied by PACB for holiday period

For the 11th consecutive year, the Pan-American Coffee Bureau will sponsor a year-end highway safety campaign aimed at reducing traffic deaths and injuries during the Christmas-New Year's holidays.

The year-end holiday period traditionally is the most dangerous time of the year on the road. This year, with traffic fatalities running 5% ahead of 1958 figures, it is feared that the Yuletide accident toll may soar to record heights.

PACB's campaign, which features the slogan, "Stay Alert, Stay Alive, Make It Coffee When You Drive," will place major emphasis on combating driver fatigue, a major cause of traffic mishaps, according to safety studies.



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how coffee and tea are transported to the U. S.

(Continued from page 11)

and accounting for about half the imports of each of the products, the other leading ports of import differ rather markedly between coffee and tea.

Some of the countries of origin for United States imports of coffee are shown in Table 3 for 1958 and for 1948 and 1938. Aside from the problem of needing a large number of vessels and frequent sailings, the problem of moving coffee to the United States is pretty straightforward for the leading countries of origin, Brazil and Colombia. For some of the other countries of origin, which Table 3 shows are in some cases of growing importance (principally countries in Africa), the coffee does not move directly from the producing country.

This is illustrated in Table 4, which shows for coffee imports into New York in 1958 the country of origin for coffee laden in Guatemala, Venezuela, Angola, and British East Africa. Internal transportation facilities and the convenience of transshipment from one vessel to another to meet the necessary sailing schedule to New York account for the fairly substantial amounts of coffee reaching New York after moving from the country of origin through a third country. The same general transportation pattern undoubtedly exists for coffee imported into other United States ports from these areas.

As shown in Table 5, tea imports have also shifted in the proportion arriving from various countries of origin. Tea also shows a pattern of moving through third countries from the country of origin to the United States.

Table 6 is similar to Table 4 and shows for tea imports into New York in 1958 the country of origin for tea laden in the United Kingdom, Netherlands, Taiwan, Japan, and British East Africa. Here internal transportation facilities and the convenience of transshipment from one vessel to another to meet the necessary sailing schedules account for some of the tea reaching New York after moving from one country of origin through a third country. Of more importance is the mixing, blending, and merchandising function performed in the United Kingdom and Netherlands, which results in tea reaching the United States only after having passed through these countries. Where tea from a number of countries is mixed or blended in the United Kingdom or Netherlands those countries are shown in Table 6 as the countries of origin, even though the tea was, of course, grown elsewhere.

(The sources of the data in the tables are: U. S. Department of Commerce, Bureau of the Census; SA 305, "United States Waterborne General Imports of Merchandise—Calendar Year 1958." Note, also, that the totals in the tables represent sums of rounded figures, hence may vary slightly from sums of rounded amounts.)

Aborn named Minute Maid director

Edward Aborn has been elected a director of the Minute Maid Corp.

He is president of the Tenco division of Minute Maid. Tenco, a major producer of soluble coffee, was recently acquired by Minute Maid.

New book is designed to be ready key to facts on flow of coffee — green, roast, port trends, etc.

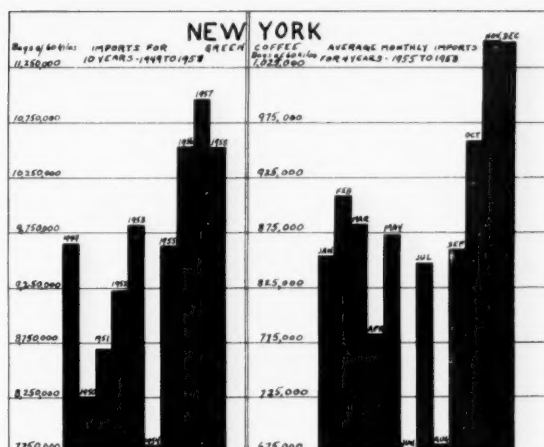
By JOSEPH G. HOOPER, JR.

This announcement may come as a surprise to many in the coffee trade, but our friends in San Francisco, who have complimented us on our reports in the past, also have been laudatory about our latest effort, so we have high hopes that this one will meet with general interest.

At various times we have been asked by importers, roasters, bankers, steamship lines and other numerous questions the flow of coffee in the United States. It seemed to us that if a medium could be created to supply such information with a minimum of time and effort, this would be of great value to many people.

As a result of our work, we think we have finally composed a book from which one can learn a great deal very easily about the coffee trade in the United States. It should also be of material assistance to any roaster, importer, jobber or boxer in learning about the developments in various importing areas of the United States. Any banker, insurer, government official or student can find much interesting material in it.

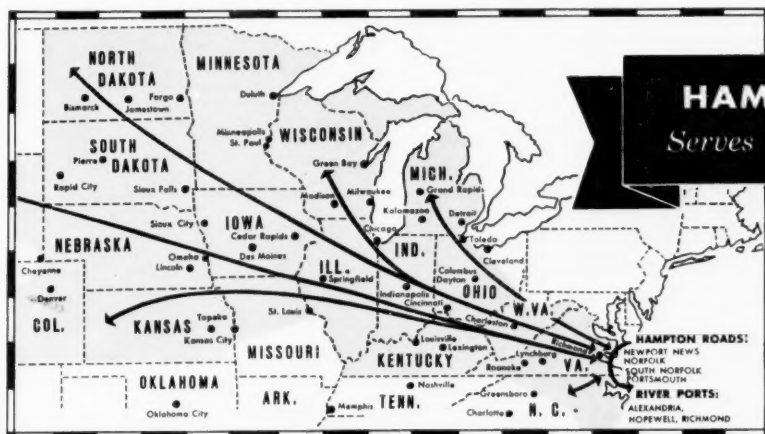
How have roastings of green coffees fared annually for the past seven or eight years? What kind of a picture do the average monthly roastings show for the last few years? Our charts and text cover the subject.



Certain United States ports have gained in importance while others have declined as importers of coffee. How have New York, New Orleans, San Francisco or other ports changed in the past ten years? Some of the developments which have taken places will surprise many people. Our work covers all ports of any relative importance. A copy of the charts showing imports at New York accompanies this resume.

A short article in the book criticizes the reports issued by the New York Coffee & Sugar Exchange, Inc. We

(Continued on page 68)



If you are a coffee roaster or tea processor, you can save by importing through Hampton Roads. Inland rail rates between Hampton Roads and the area shaded in the map above are lower than those for nearly all other North Atlantic ports. Use Hampton Roads, ice-free year-round.

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Chittagong's decade of growth

(Continued from page 32)

was built. It was some 15 miles outside Chittagong, since at that time there was no space available within the port area. Subsequently, the port authorities constructed two sheds in its extension area, one of which was ultimately taken over by Messrs. Chittagong Warehouses, Ltd., a company formed for the sole purpose of warehousing of teas in the extension area, and capable of accommodating up to 70,000 chests.

Local use

The bulk of the tea produced today is consumed in Pakistan, the major portion in the West Wing, to which in 1958/59, 40,000,000 lbs. were despatched. With consumption in the East Wing around 6,000,000 lbs., only 10,000,000 lbs. were left for export to foreign countries in that year. For the current season, however, the government has introduced legislation whereby all teas must pass through the auctions in Chittagong, separate auctions being held for teas for internal consumption and for export. It is incumbent upon producers to place on the export auctions not less than 20,000,000 lbs., divided between gardens according to an export quota laid down by the Pakistan Tea Board. On the fall of the hammer at an export auction, it becomes the liability of the buyer of the tea to effect its export.

Such, today, is the pattern of the tea trade in Pakistan, and with the greatly increased facilities in the port and the increased number of ships of lines with regular sailings to most parts of the world, the market for Pakistan teas has expanded accordingly, consistent with the type of teas produced in Pakistan and, of course, the prices at which such teas can be offered to overseas buyers.

getting coffee to the cup

(Continued from page 38)

This was attributed to larger inventories, as a result of producing countries broadening their coffee promotion program, and heavier buying by importers. Also, full scale operations were resumed at East and Gulf ports, as a result of an injunction obtained by the U. S. government prohibiting further pier strikes before February 12th, 1957.

1957 trend

In 1957, the number of cars, tonnage and revenue dropped. The trend dropped to 69%, the same as 1954. However, 1957 was better from the standpoint of tonnage and revenue. No doubt, much of this was due to larger inventories from previous years and higher prices. Ocean rates were increased from Brazil to U. S. Atlantic Gulf and Pacific Coast ports. The higher prices in effect at this time for the roasted products resulted in increased spot buying movement in large quantities from all ports as an agricultural exempt commodity.

Though 1958 showed a decrease of approximately 3,000 cars, revenue was off approximately \$1 million. There were various factors involved during this period. Soluble or instant coffee processing amounted to 17.2% of the

(Continued on page 69)

changing patterns

(Continued from page 16)

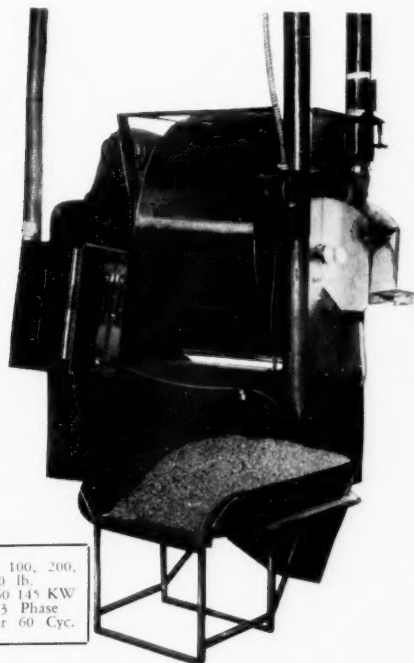
at the foot of 23rd Street in Brooklyn, and on September 16th this terminal was dedicated and is now in full operation. The accessibility of our new terminal obviously is of utmost importance to truckers and other transportation companies which consider extremely important the time, money and manpower spent in transferring cargo from piers to ultimate destination. In addition to our own new Brooklyn terminal, other lines serving worldwide trade routes occupy or are planning to occupy new pier facilities.

The port improvements already accomplished and those planned for the future are clearly evident. The announcement and acceptance of a definite plan of reconstruction, first by the New York City Department of Marine and Aviation, and then by particular companies, such as Moore-McCormack Lines, not only for pier construction but for fleet replacement, indicates the progressive activity of the United States and its Merchant Marine. Moore-McCormack Lines, at the present time, has under construction, seven modern fast cargo ships which are the first in the company's long range replacement program. These new ships embody features that make them the most advanced cargo liners yet built, including such features as hydraulic cargo winches and electric topping lift winches, ten tons of lifting capacity at all the hatches and 50 tons of lifting capacity at hatches #3 and #4. The new cargo liners will do 19 knots.

In the field of transportation, it is particularly interesting to note that some ten years ago the port of Santos was by far the largest coffee exporting port in Brazil and did not have real competition from other ports. Today, we find that this situation has changed considerably in that the port of Paranagua has grown steadily and, according to latest figures, is now pressing Santos for first place in coffee exports. Similarly we would point to Angra dos Reis, Rio de Janeiro and even Niteroi as having become important in the exportation of Brazilian coffee. While it is a fact that none of these latter ports are strong competitors for first position in coffee exports from Brazil, they are making their presence known and are indicative of the trend during the past ten years. A review of 1950 steamship sailings from Paranagua to United States ports reveals that most lines made irregular calls at that port whereas today the picture is quite different, since most lines serving this trade make Paranagua as a regular port of call.

What we say above is equally applicable to cargoes from Brazil destined to United States East or West Coast ports. The same problems of loading, delays, and additional ports of call are part and parcel of coffee shipments to the United States from Brazil, regardless of destination.

The past ten years have been trying ones for both the coffee people and the shipping companies. With what we trust has been a minimum of inconvenience, the lines have served the coffee ports continuously in good times and bad and we look forward with anticipation to the next decade with high hopes.



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Today's woman — and premiums

By JANET WOLFF, Vice President
J. Walter Thompson Co.

This business of detail is a two-way street for us. If the details of the premium and offer are perfect, carefully thought out, women will probably notice it, appreciate it, associate these fine details with the company. But if

the details are imperfect—either lacking or wrong—women will likely catch this quickly. And they may associate this imperfection indirectly with the company.

A woman has an inward turn of

mind—this is the clue to her whole personality. She is concerned with her own thoughts and feelings. But everything a woman sees and does and hears has meaning only in relationship to her inner self. She looks out at the world.

Let me illustrate this with a short, but true, story. A woman went to her doctor complaining, "Everybody I meet is so irritating." The doctor prescribed a tranquilizer and told her to come back in a week. On the second visit, the doctor asked the woman, "Have you noticed any change in your mental attitude?" "None at all," she replied. "I feel just the same—but I've noticed other people are acting a lot better."

This article is Part 2 from Janet Wolff's revealing talk at the recent Premium Advertising Conference in New York City.

Due to this inner turn of mind, a woman emphasizes emotions and feelings—her own and others. And her physical make-up further contributes to her emotionality. A woman is high-pitched, thinks in emotional terms.

That's why, when we appeal to her we most often get further with her on an emotional level, further than we would with a man. An emotional story—the feelings and thoughts behind the premium—is usually more likely to sway a woman than just the facts about the premium. She's more interested in the "romance" about a premium—witness the success of foreign, romantic-types of premiums.

Now, with a premium, it is also essential that we give a woman the facts. Especially if the premium is not where she can touch and feel it, all the facts have to be included. But they are usually secondary—after she's been influenced emotionally and romantically, she needs the facts. Also, these facts may come in handy when she gets home and tries to explain to her husband why she got it.

(Continued on page 78)

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Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Af-Pac—African Pacific Line
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American-West African Line
B-Afr—Belgian African Line
Barb-Wn—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Carib—Caribbean Line
Col—Columbus Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Eld-Dem—Elder Dempster Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Grancolombiana (New York), Inc.
Gulf—Gulf & South American Steamship Co., Inc.
Hellenic—Hellenic Lines Ltd.

Hansa—Hansa Line
Hoegb—Hoegh Lines
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—JavaPacific Line
K Line—Kawasaki Kisen Kaisha, Ltd.
Lawes—Lawes Shipping Co., Inc.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
PTL—Pacific Transport Lines, Inc.
R Neth—Royal Netherlands Steamship Co.
Robin—Robin Line
Scindia—Scindia Steam Navigation Co., Ltd.
SCross—Southern Cross Line
Sev-Stars—Seven Stars (Africa) Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
Cc—Corpus Christi
Cb—Chicago
Chs—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampson Roads
Jx—Jacksonville
LA—Los Angeles
Mt—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St. Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ABIDJAN			
11/3	Vinga	Sev-Stars	St.Jol/15 Pol/17 Bol/26 Pal/23 Ball/24 Nf/11/25
11/13	Egori	Eld-Dem	NY12/1 Bal/2/4
11/15	Afr Glen	Farrell	NY11/30
11/18	Afr Glen	Farrell	NY12/3
11/25	Fernfiord	Am-W Afr	USA 12/15
12/1	Obuasi	Eld-Dem	NY12/18 Bal/2/20
12/2	Bilma	Bl-Dia	NY12/18
12/2	Del Santos	Delta	N012/18
12/4	Afr Pilot	Farrell	NY12/19
12/5	Rosita	Sev-Stars	St.Jol/12/17 Pol/21 Bol/22 NY12/24 Bal/2/29 Nf/12/30
12/15	Afr Sun	Farrell	NY12/30
12/15	Eboe	Eld-Dem	NY1/1 Bal/3
12/20	Tatra	Am-W Afr	USA 1/15
12/26	Del Alba	Delta	N01/11
1/1	Afr Glade	Am-W Afr	NY1/16
1/1	Irima	Bl-Dia	NY1/18
1/1	Tana	Am-W Afr	USA 1/31
1/3	Vinga	Sev-Stars	St.Jol/16 NY1/20 Pal/23 Bal/24 Nf/1/25
1/10	Del Valle	Delta	N01/26
1/13	Afr Dawn	Farrell	NY1/28
1/25	Fernfiord	Am-W Afr	USA 2/15
2/1	Afr Glen	Farrell	NY2/16
2/5	Del Santos	Delta	N02/21

SAILS	SHIP	LINE	DUE
ANGRA dos REIS			
11/12	Del Aires	Delta	N011/30 Hol/2/4
11/14	Mormacreed	Mormac	Jx/11/29 NY12/3 Bol/2/6 Pal/2/8 Bal/2/10
11/20	Mormacreal	Mormac	NY12/4 Bol/2/7 Pal/2/9 Bal/2/11
11/23	Hardanger	Wes-Lar	LA12/20 SF12/23 Pol/2/29 Sel/2/31 Val/2
11/26	Del Oro	Delta	N012/14 Hol/2/18
11/28	Santa Rosa	Col	NY12/18 Pal/2/20 Bal/2/22 Bol/2/24 St.Jol/25
11/29	Mormacdove	Mormac	Jx/12/14 NY12/18 Bol/2/21 Pal/2/23 Bal/2/24 Nf/12/26
12/6	Mormacwren	Mormac	NY12/20 Bol/2/23 Pal/2/25 Bal/2/27
12/8	Ravensberg	Col	NY12/23 Bol/2/24 Pal/2/26
12/10	Del Mundo	Delta	N012/28 Hol/1
12/12	Mormachawk	Mormac	Bal/2/28 Pal/2/30 NY1/1 Bol/4 Hal/6
12/17	Del Rio	Delta	N01/4 Hol/8
12/17	Mormacmail	Mormac	NY1/4 Bol/7 Pal/9 Bal/11 Nf/1/12
12/18	Santa Rita	Col	NY1/4 Pal/6 Bal/8 Bol/11 St.Jol/12
12/31	Del Campo	Delta	N01/19 Hol/23
1/5	Cap Castillo	Col	NY1/19 Bol/21 Pal/23 Bal/24

ASSAB

12/12	Neuenfels	Hansa	NY1/5 Pal/7 Nf/9 Hol/15
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BARRIOS

11/13	Christiane	UFruit	Hol/1/20 N011/22
11/16	Arctic Gull	UFruit	NY11/23

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SAILS	SHIP	LINE	DUE
11/17	Flynderborg	Carib	Pal1/24 NY11/26
11/20	Box Hill	UFruit	Ho11/26 No11/28
11/23	Arctic Tern	UFruit	NY11/30
11/27	Lempa	UFruit	Ho12/3 NO12/5
11/30	Jytte Skou	UFruit	NY12/7
11/30	Lovland	Carib	Pal2/7 NY12/10
12/4	Christiane	UFruit	Ho12/10 No12/12
12/7	Arctic Gull	UFruit	NY12/14
12/11	Box Hill	UFruit	Ho12/17 NO12/19
12/14	Arctic Tern	UFruit	NY12/31
12/18	Lempa	UFruit	Ho12/24 NO12/26
12/21	Jytte Skou	UFruit	NY12/28
12/25	Christiane	UFruit	Ho12/31 No1/2
12/28	Arctic Gull	UFruit	NY1/4
1/1	Box Hill	UFruit	Ho1/7 NO1/9
1/4	Arctic Tern	UFruit	NY1/11
1/8	Lempa	UFruit	Ho1/14 No1/16
1/11	Jytte Skou	UFruit	NY1/18

BUENAVENTURA

11/10	Cd de Barquilla	Granco	Ba11/17 Pal1/18 NY11/19
11/10	Shipper	Gulf	Ho11/18 NO11/25
11/12	Ravanger	Granco	Bo11/21 M11/29
11/20	Cd de Guayaquil	Granco	Ba11/27 Pal1/28 NY11/29
11/20	Banker	Gulf	No12/5
11/27	Manuel Mejia	Granco	Ba12/4 Pal2/5 NY12/6
11/30	Farmer	Gulf	Ho12/8 NO12/15
12/4	Cd de Pasto	Granco	Ba12/11 Pal2/12 NY12/13
12/4	Cd de Manizales	Granco	LA12/14 SF12/18 Va12/31
12/10	Merchant	Gulf	Ho12/18 NO12/25

CORINTO

12/4	Costa Rica	Mam	NY12/17
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CORTES

11/10	Jytte Skou	UFruit	NY11/16
11/15	Christiane	UFruit	Ho11/20 NO11/22
11/17	Arctic Gull	UFruit	NY11/23
11/18	Flynderborg	Carib	Pal1/24 NY11/26
11/22	Box Hill	UFruit	Ho11/26 NY11/28
11/24	Arctic Tern	UFruit	NY11/30
11/29	Lempa	UFruit	Ho12/3 NY12/5
12/1	Jytte Skou	UFruit	12/7
12/2	Lovland	Carib	Pal2/7 NY12/10
12/6	Christiane	UFruit	Ho12/10 NO12/12
12/8	Arctic Gull	UFruit	NY12/14
12/13	Box Hill	UFruit	Ho12/17 NO12/19
12/15	Arctic Tern	UFruit	NY12/31
12/20	Lempa	UFruit	Ho12/24 NO12/26
12/22	Jytte Skou	UFruit	NY12/28
12/27	Christiane	UFruit	Ho12/31 NO1/2
12/29	Arctic Gull	UFruit	NY1/4
1/3	Box Hill	UFruit	Ho1/7 No1/9
1/5	Arctic Tern	UFruit	NY1/11
1/10	Lempa	UFruit	Ho1/14 No1/16
1/12	Jytte Skou	UFruit	NY1/18

CRISTOBAL

11/20	Brattingsborg	UFruit	NO11/25
11/20	Choluteca	UFruit	NY11/27

DAR es SALAAM

11/12	Afr Rainbow	Farrell	Bo12/14 NY12/16
11/15	Friesland	Nedlloyd	NY12/18 LA1/4 SF1/9 Po1/14 Se1/9 Va1/22
12/8	Afr Lightning	Farrell	Bo1/8 NY1/10
12/14	Samarinda	Nedlloyd	NY1/16 LA2/3 SF2/7 Po2/12 Se2/17 Va2/21
12/23	Saldanha	Af-Pac	La2/3 SF2/7 Po2/11 Se2/13 Va2/15
1/8	Afr Star	Farrell	Bo2/7 NY2/9
1/12	Lombok	Nedlloyd	NY2/13 LA3/4 SF3/8 Po3/13 Se3/18 Va3/22
1/19	Arna	Af-Pac	LA3/2 SF3/5 Po3/9 Se3/12 Va3/14
1/24	Afr Moon	Farrell	Bo2/22 NY2/24
2/1	Francois L.D.	Af-Pac	LA3/19 SF3/22 Po3/26 Se3/30 Va4/1
2/22	Afr Rainbow	Farrell	Bo3/23 NY3/25
3/8	Afr Pilgrim	Farrell	Bo4/8 NY4/10

DJIBOUTI

11/25	Friesland	Nedlloyd	NY12/18 LA1/4 SF1/9 Po1/14 Se1/19 Va1/22
12/24	Samarinda	Nedlloyd	NY1/16 LA2/3 SF2/7 Po2/12 Se2/17 Va2/21
1/22	Lombok	Nedlloyd	NY2/13 LA3/4 SF3/8 Po3/13 Se3/18 Va3/22

SAILS SHIP LINE DUE

DOUALA

11/12 Afr Pilot	Farrell	NY12/19
11/21 Fernfiord	Am-W Afr	USA 12/12
11/25 Bilma	Bl-Dia	NY12/18
11/28 Rosita	Sev-Stars	St.Jo12/17 Po12/21 Bo12/22 NY12/24 Pa12/28 Ba12/29 Nf12/30

12/10 Afr Glade	Farrell	NY1/16
12/16 Tatra	Am-W Afr	USA 1/15
12/26 Irima	Bl-Dia	NY1/18
12/27 Vinga	Sev-Stars	St.Jo1/16 Pa1/23 Ba1/24 Nf1/25
1/7 Afr Glen	Farrell	NY2/16
1/21 Fernfiord	Am-W Afr	USA 2/15

EL SALVADOR

11/20 G. Ferraris	Italian	LA11/27 SF11/30 Va12/3 Se12/8 Po12/11
11/22 Maryland	French	LA12/2 SF12/5 Va12/10 Se12/13 Po12/15
11/24 Rio Guayas	Granco	LA12/8 SF12/12
12/20 P. Toscanelli	Italian	LA12/27 SF12/30 Va1/3 Se1/8 Po1/11

GUATEMALA

11/21 G. Ferraris	Italian	LA11/27 SF11/30 Va12/3 Se12/8 Po12/11
11/26 Maryland	French	LA12/2 SF12/5 Va12/10 Se12/13 Po12/15
11/26 Rio Guayas	Granco	LA12/8 SF12/12
12/21 P. Toscanelli	Italian	LA12/27 SF12/30 Va1/3 Se1/8 Po1/11

GUAYAQUIL

11/11 Cd. de Quito	Granco	Ho11/24 N011/27
11/16 Cd. de Guayaquil	Granco	Ba11/27 Pa11/28 NY11/29
11/23 Manuel Mejia	Granco	Ba12/4 Pa12/5 NY12/6
11/28 Cd. de Manizales	Granco	LA12/14 SF12/18 Va12/31
11/30 Cd. de Pasto	Granco	Ba12/11 Pa12/12 Ny12/13

LA LIBERTAD

11/18 Texita	UFruit	Cr11/21
11/19 El Salvador	Mam	Ho12/2 No12/6
11/26 Costa Rica	Mam	NY12/14
12/2 Texita	UFruit	Cr12/5

LA UNION

11/17 Texita	UFruit	Cr11/21
11/20 El Salvador	Mam	Ho12/2 N012/6
11/27 Costa Rica	Mam	NY12/14
12/1 Texita	UFruit	Cr12/5

LOBITO

11/11 Lufira	B-Afr	NY12/11
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LUANDA

11/16 Lufira	B-Afr	NY12/11
11/22 Afr Pilot	Farrell	NY12/19
11/24 Del Santos	Delta	N012/18
12/5 Afr Sun	Farrell	NY12/30
12/19 Del Alba	Delta	N01/11
12/21 Afr Glade	Farrell	NY1/16
1/3 Del Valle	Delta	N01/26
1/3 Afr Dawn	Farrell	NY1/28
1/18 Afr Glen	Farrell	NY2/16
1/29 Del Santos	Delta	N02/21

MATADI

11/15 Afr Pilot	Farrell	NY12/19
11/21 Del Santos	Delta	N012/18
11/22 Lufira	B-Afr	NY12/11
12/6 Afr Sun	Farrell	12/30
12/14 Afr Glade	Farrell	NY1/16
12/16 Del Alba	Delta	N01/11
12/31 Del Valle	Delta	N01/26
1/4 Afr Dawn	Farrell	NY1/28
1/10 Afr Glen	Farrell	NY2/16
1/26 Del Santos	Delta	N02/21

MOMBASA

11/20 Friesland	Nedlloyd	NY12/18 LA1/4 SF1/9 Po1/14 Se1/19 Va1/22
12/5 Afr Lightning	Farrell	Bo1/8 NY1/10

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SAILS	SHIP	LINE	DUE
12/19	Samarinda	Nedlloyd	NY1/16 LA2/3 SF2/7 Po2/12 Se2/17 Va2/21
12/21	Saldanha	Af-Pac	LA2/3 SF2/7 Po2/11 Se2/13 Va2/15
1/4	Afr Star	Farrell	Bo2/7 NY2/9
1/15	Arna	Af-Pac	LA3/2 SF3/5 Po3/9 Se3/12 Va3/14
1/17	Lombok	Nedlloyd	NY2/13 LA3/4 SF3/8 Po3/13 Se3/18 Va3/22
2/3	Francois L.D.	Af-Pac	LA3/19 SF2/22 Po3/26 Se3/30 Va4/1
2/18	Afr Rainbow	Farrell	Bo3/23 NY3/25
3/4	Afr Pilgrim	Farrell	Bo4/8 NY4/10

PARANAGUA

11/10	Mormacreed	Mormac	Jx11/29 NY12/3 Bo12/6 Pa12/8 Ba12/10
11/11	Mormacgulf	Mormac	LA12/8 SF12/11 Va12/20 Se12/22 Po12/24
11/12	Peter Jebesen	Nopal	N012/5 Ho12/8
11/16	Del Norte	Delta	N012/2 Ho12/5
11/16	Mormacreal	Mormac	NY12/4 Bo12/7 Pa12/9 Ba12/11
11/17	Hardanger	Wes-Lar	LA12/20 SF12/23 Po12/29 Se12/31 Va1/2
11/17	Chile	Lloyd	NY12/6
11/20	Erik Banck	Brodin	Ba12/10 NY12/11 Pa12/14 Bo12/16 MI12/22
11/21	Honduras	Lloyd	N012/11 Ho12/17
11/23	Del Oro	Delta	NY12/14 Ho12/18
11/25	Santa Rosa	Col	NY12/18 Pa12/20 Ba12/22 Bo12/24
11/25	Erich Schroeder	Hol-Int	NY12/12 Bo12/15 HR12/17 Chsn12/19 Ba12/21 Pa12/22
11/25	Mormacdove	Mormac	Jx12/14 NY12/18 Bo12/21 Pa12/23 Ba12/24 N12/26
11/25	Mormacsurf	Mormac	LA12/22 SF12/25 Va1/4 Se1/5 Po1/7
11/25	Blue Master	Nopal	N012/14 Ho12/15
11/27	Peru	Lloyd	NY12/16
11/30	Del Sud	Delta	N012/28 Ho12/1
12/2	Mormacwren	Mormac	NY12/20 Bo12/23 Pa12/25 Ba12/27
12/5	Del Mundo	Delta	N012/28 Ho1/1
12/6	Ravensberg	Col	NY12/23 Bo12/24 Pa12/26
12/7	Cabo Frio	Lloyd	NY12/26
12/8	Mormachawk	Mormac	Ba12/28 Pa12/30 NY1/1 Bo1/4 Ha1/6
12/9	Mormacisle	Mormac	LA1/5 SF1/8 Va1/18 Se1/19 Po1/21
12/13	Mormacmail	Mormac	Jx12/30 NY1/4 Bo1/17 Pa1/19 Ba1/11 N1/12
12/14	Del Rio	Delta	N01/4 Ho1/8
12/17	Brasil	Lloyd	NY1/6
12/21	Del Mar	Delta	N01/6 Ho1/9
12/21	Bolivia	Lloyd	N01/10 Ho1/15
12/23	Mormacdawn	Mormac	LA1/19 SF1/22 Va2/1 Se2/2 Po2/4
12/26	Del Campo	Delta	N01/19 Ho1/23
12/27	Cuba	Lloyd	NY1/16
2/1	Cap Castillo	Col	NY1/19 Bo1/21 Pa1/23 Ba1/24

RIO de JANEIRO

11/11	Sagoland	Brodin	Ba11/11 NY11/13 Pa11/15 Bo11/16 MI11/21
11/11	Venezuela	Lloyd	NY11/26
11/12	Alpherat	Hol-Int	NY11/26 Bo12/1 HR12/4 Chsn12/6 Ba12/9 Pa12/11
11/13	Del Aires	Delta	N011/30 Ho12/4
11/13	Argentina	Mormac	NY11/24
11/15	Mormacreed	Mormac	Jx11/29 NY12/3 Bo12/6 Pa12/9 Ba12/11
11/16	Peter Jebesen	Nopal	N012/5 Ho12/8
11/19	Del Norte	Delta	N012/2 Ho12/5
11/21	Chile	Lloyd	NY12/6
11/21	Mormacreal	Mormac	NY12/4 Bo12/7 Pa12/9 Ba12/11
11/21	Mormacsurf	Mormac	LA12/22 SF12/25 Va1/4 Se1/5 Po1/7
11/25	Honduras	Lloyd	N012/11 Ho12/17
11/25	Erik Banck	Brodin	Ba12/10 NY12/11 Pa12/14 Bo12/16 MI12/22
11/25	Hardanger	Wes-Lar	LA12/20 SF12/23 Po12/29 Se12/31 Va1/2
11/27	Brasil	Mormac	NY12/7
11/27	Del Oro	Delta	N012/14 Ho12/18
11/28	Blue Master	Nopal	N012/14 Ho12/15
11/28	Erich Schroeder	Hol-Int	NY12/12 Bo12/15 HR12/17 Chsn12/19 Ba12/21 Pa12/22
11/30	Mormacdove	Mormac	Jx12/14 NY12/18 Bo12/21 Pa12/23 Ba12/24 N12/26
12/1	Mormacisle	Mormac	LA1/5 SF1/8 Va1/18 Se1/19 Po1/21
12/1	Peru	Lloyd	NY12/16
12/3	Del Sud	Delta	N012/16 Ho12/19
12/7	Mormacwren	Mormac	NY12/20 Bo12/23 Pa12/25 Ba12/27
12/11	Cabo Frio	Lloyd	NY12/26
12/11	Del Sud	Delta	N012/28 Ho1/1
12/13	Mormachawk	Mormac	Ba12/28 Pa12/30 NY1/1 Bo1/4 Ha1/6
12/15	Mormacdawn	Mormac	LA1/19 SF1/22 Va2/1 Se2/2 Po2/4
12/18	Mormacmail	Mormac	Jx12/30 NY1/4 Bo1/7 Pa1/9 Ba1/11 N1/12
12/18	Del Rio	Delta	N01/4 Ho1/8
12/21	Brasil	Lloyd	NY1/6
12/24	Del Mar	Delta	N01/6 Ho1/9
12/25	Bolivia	Lloyd	N01/10 Ho1/15
1/1	Cuba	Lloyd	NY1/16
1/2	Del Campo	Delta	N01/19 Ho1/23

SAILS SHIP LINE DUE

SANTOS

11/10	Venezuela	Lloyd	NY11/6
11/11	Del. Aires	Delta	N011/30 Ho12/4
11/12	Argentina	Mormac	NY11/24
11/13	Mormacreed	Mormac	Jx11/29 NY12/3 Bo12/6 Pa12/8 Ba12/10
11/14	Peter Jebesen	Nopal	N012/5 Ho12/8
11/18	Del Norte	Delta	N012/2 Ho12/5
11/19	Mormacteal	Mormac	NY12/4 Bo12/7 Pa12/9 Ba12/11
11/20	Chile	Lloyd	NY12/6
11/22	Hardanger	Wes-Lar	LA12/20 SF12/22 Po12/29 Se12/31 Va1/2
11/23	Erik Banck	Brodin	Ba12/10 NY12/11 Pa12/14 Bo12/16 MI12/22
11/23	Mormacsurf	Mormac	LA11/22 SF11/25 Va1/4 Se1/5 Po1/7
11/24	Honduras	Lloyd	N012/11 Ho12/17
11/25	Del Oro	Delta	N012/14 Ho12/18
11/26	Brasil	Mormac	NY12/7
11/26	Blue Master	Nopal	N012/14 Ho12/15
11/27	Santa Rosa	Col	NY12/18 Pa12/20 Ba12/22 Bo12/24 St.Jo12/25
11/27	Erich Schroeder	Hol-Int	NY12/12 Bo12/15 HR12/17 Chsn12/19 Ba12/21 Pa12/22
11/28	Mormacdove	Mormac	Jx12/14 NY12/18 Bo12/21 Ba12/23 Ba12/24 Nf12/26
11/30	Peru	Lloyd	NY12/16
12/2	Del Sud	Delta	N012/16 Ho12/19
12/4	Mormacisle	Mormac	LA1/5 SF1/8 Va1/18 Se1/19 Po1/21
12/4	Ravensberg	Col	NY12/23 Bo12/24 Pa12/26
12/5	Mormacwren	Mormac	NY12/20 Bo12/23 Pa12/25 Ba12/27
12/9	Burg Sparrenberg	Col	NY12/28 Pa12/31 Ba1/1 Bo1/4 St.Jo1/6
12/9	Del Mundo	Delta	N012/28 Ho1/1
12/11	Mormachawk	Mormac	Ba12/28 Pa12/30 NY1/1 Bo1/4 Ha1/6
12/16	Mormacmail	Mormac	Jx12/30 NY1/4 Bo1/7 Pa1/9 Ba1/11 Nf1/11
12/16	Del Rio	Delta	N01/4 Ho1/8
12/16	Santa Rita	Col	NY1/4 Pa1/6 Ba1/8 Bo1/11 St.Jo1/12
12/18	Mormacdawn	Mormac	LA1/19 SF1/22 Va2/1 Se2/2 Po2/4
12/20	Brasil	Lloyd	NY1/6
12/23	Del Mar	Delta	N01/6 Ho1/9
12/24	Bolivia	Lloyd	N01/10 Ho1/15
12/30	Cuba	Lloyd	NY1/16
12/30	Del Campo	Delta	N01/19 Ho1/23
1/4	Cap Castillo	Col	NY1/19 Bo1/21 Pa1/23 Ba1/24

TANGA

11/16	Friesland	Nedlloyd	NY12/18 LA1/4 SF1/9 Po1/14 Se1/19 Va1/22
12/15	Samarinda	Nedlloyd	NY1/16 LA2/3 SF2/7 Po2/12 Se2/17 Va2/21
1/13	Lombok	Nedlloyd	NY2/13 LA3/4 SF3/8 Po3/13 Se3/18 Va3/22

VICTORIA

11/15	Del Aires	Delta	N011/30 Ho12/4
11/18	Peter Jebesen	Nopal	N012/5 Ho12/8
11/26	Honduras	Lloyd	N012/11 Ho12/17
11/29	Del Oro	Delta	N012/14 Ho12/18
11/30	Blue Master	Nopal	N012/14 Ho12/15
12/13	Del Mundo	Delta	N012/28 Ho1/1
12/26	Bolivia	Lloyd	N01/10 Ho1/15
1/4	Del Campo	Delta	N01/19 Ho1/23

TEA BERTHS

CALCUTTA

11/20	Express	Am-Exp	Bo12/30 NY1/1 Pa1/4 HR1/6 Chsn1/10 Ba1/14
11/20	Steel Recorder	Isthmian	NY12/29 N01/5
12/8	Wonorato	JavPac	LA1/14 SF1/20 Po1/28 Se2/3 Va2/7
12/9	Steel Maker	Isthmian	N01/15
1/10	Steel Director	Isthmian	N02/15

COCHIN

11/13	Steel Worker	Isthmian	Bo12/11 NY12/12
11/17	Explorer	Am-Exp	Bo12/13 NY12/15 Pa12/18 HR12/20 Sa12/23 Chsn12/24 Ba12/28
11/20	Monroe	Am-Pres	NY12/26 Bo12/31 Pa1/2 HR1/3
11/28	Steel Executive	Isthmian	Bo12/25 NY12/27
12/1	HoeghSilvermoon	Hoegh	Ha1/2 Bo1/3 NY1/4 Pa1/7 Ba1/8 Nf1/9 Ho1/16 N01/18
12/3	Steel Recorder	Isthmian	NY12/29 N01/5
12/5	Hayes	Am-Pres	NY1/8 Bo1/13 Pa1/15 Ba1/16 HR1/18
12/14	Santa Teresa	Isthmian	Bo1/11 NY1/12
12/17	Exhibitor	Am-Exp	Bo1/12 NY1/14 Pa1/17 HR1/19 Sa1/22 Chsn1/23 Ba1/27

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SAILS	SHIP	LINE	DUE
12/19	Arthur	Am-Pres	NY1/22 Bo1/27 Pal/29 Ba1/30 HR2/1
1/2	Coolidge	Am-Pres	NY2/5 Bo2/10 Pa2/12 Ba2/13 HR2/15
1/2	Hoegh Dene	Hoegh	Ha1/31 Bo2/1 Pa2/5 Ba2/6 Nf2/7 Ha2/14 N02/16
1/2	Steel Seafarer	Isthmian	Bo1/28 NY1/29
1/16	Steel Scientist	Isthmian	Bo2/10 NY2/11
1/31	Buckeye State	Isthmian	Bo2/26 NY2/27
2/1	Hoegh Cairn	Hoegh	Ha3/2 Bo3/3 NY3/4 Pa3/6 Ba3/8 Nf3/9 No3/16 No3/18

COLOMBO

11/17	Monroe	Am-Pres	NY12/26 Bo12/31 Pal/2 HR1/3
11/20	Luna	Maersk	Ha12/14 NY12/17
11/28	Express	Am-Exp	Bo12/30 NY1/1 Pal/4 HR1/6 Sal/9 Chsn1/10 Bal/14

11/28	HoeghSilvermoon	Hoegh	Ha1/2 Bo1/3 NY1/4 Pal/7 Ba1/8 Nf1/9 Ho1/16 No1/18
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12/1	Steel Recorder	Isthmian	NY12/29 N01/15
12/3	Hayes	Am-Pres	NY1/8 Bo1/13 Pal/15 Ba1/16 HR1/18
12/8	Olga	Maersk	NY1/8 Ha1/20
12/14	Steel Maker	Isthmian	N01/15
12/17	Arthur	Am-Pres	NY1/22 Bo1/27 Pal/29 Ba1/30 HR2/1
12/20	Leda	Maersk	Ha1/13 NY1/16
12/29	Hoegh Dene	Hoegh	Ha1/31 Bo2/1 NY2/2 Pa2/5 Ba2/6 Nf2/7 Ho2/14 No2/16
12/31	Coolidge	Am-Pres	NY2/5 Bo2/10 Pa2/12 Ba2/13 HR2/15
1/7	Laust	Maersk	NY2/5 Ha2/20
1/14	Steel Director	Isthmian	N01/14
1/20	Lexa	Maersk	Ha2/13 NY2/16
1/28	Hoegh Cairn	Hoegh	Ha3/2 Bo3/3 NY3/4 Pa3/7 Ba3/8 Nf3/9 Ho3/16 No3/18

DJAKARTA

11/10	Steel Executive	Isthmian	Bo12/25 NY12/27
11/18	Olga	Maersk	NY1/8 Ha1/20
11/24	Santa Teresa	Isthmian	Bo1/11 NY1/12
12/8	Express	Am-Exp	Bo12/30 NY1/1 Pal/4 HR1/6 Sal/9 Chsn1/10 Bal/14

12/13	Steel Seafarer	Isthmian	Bo1/28 NY1/29
12/17	Laust	Maersk	NY2/5 Ha2/20
12/27	Steel Scientist	Isthmian	Bo2/10 NY2/11
1/11	Buckeye State	Isthmian	Bo2/26 NY2/27

DJIBOUTI

11/13	Hoegh Drake	Hoegh	12/2 Bo12/3 NY12/4 Pal2/7 Ba12/8 Nf12/9 Ho12/16 No12/18
11/21	Steel Worker	Isthmian	Bo12/11 NY12/12
12/5	Steel Executive	Isthmian	Bo12/25 NY12/27
12/13	HoeghSilvermoon	Hoegh	Ha1/2 Bo1/3 NY1/4 Pal/7 Ba1/8 Nf1/9 Ho1/16 No1/18

12/22	Santa Teresa	Isthmian	Bo1/11 NY1/12
1/9	Steel Seafarer	Isthmian	Bo1/28 NY1/29
1/13	Hoegh Dene	Hoegh	Ha1/31 Bo2/1 NY2/2 Pa2/5 Ba2/6 Nf2/7 Ho2/14 No2/16

1/23	Steel Scientist	Isthmian	Bo2/10 NY2/11
2/7	Buckeye State	Isthmian	Bo2/26 NY2/27
2/13	Hoegh Cairn	Hoegh	Ha3/2 Bo3/3 NY3/4 Pa3/7 Ba3/8 Nf3/9 Ho3/16 No3/18

HONG KONG

11/14	Yamawaka Maru	Yamashita	NY12/18 Pal2/23 Ba12/24 Nf12/28
11/14	Cleveland	Am-Pres	SF12/2 LA12/11
11/17	Van Buren	Am-Pres	LA12/8 SD12/13 SF12/16
11/18	Montana Maru	K Line	SF12/12 NY12/26
11/18	Nicoline	Maersk	LA12/12 NY12/27

11/21	Mart	Pioneer	NY12/25 Ba12/29 Nf12/31 Pal/3
11/23	Hozan Maru	K Line	No1/19 Ho1/22 Ga1/24
11/26	Tyler	Am-Pres	LA12/12 NY12/28 Ba1/1 Bo1/5
11/29	Hoover	Am-Pres	SF12/16
12/3	Johannes	Maersk	SF12/26 NY1/12
12/6	Kamikawa Maru	K Line	SF12/23 LA12/25 NY1/10
12/9	Moor	Pioneer	NY1/15 Ba1/19 Nf1/21 Pal/23
12/11	Wilson	Am-Pres	SF12/29
12/14	Yamawaka Maru	Yamashita	NY1/18 Pal/23 Ba1/24 Nf1/27
12/18	Marit	Maersk	LA1/11 NY1/26
12/23	Fillmore	Am-Pres	LA1/8 NY1/24 Ba1/31 Bo2/4
1/3	Cleveland	Am-Pres	SF1/21
1/3	Sally	Maersk	SF1/26 NY2/12
1/9	Garfield	Am-Pres	LA1/23 NY2/7 Ba2/12 Bo2/15
1/14	Yamakimi Maru	Yamashita	NY2/18 Pa2/23 Ba2/24 Nf2/27
1/18	Jeppesen	Maersk	LA2/12 NY2/27

KOBE

11/10	Chastine	Maersk	SF11/26 NY12/13
11/12	Kimikawa	K Line	SF11/28 NY12/16
11/14	Muse	Pioneer	NY12/11 Ba12/13 Nf12/17 Pa2/19 Bo12/22
11/14	Taylor	Am-Pres	LA12/12 NY12/28 Ba1/1 Bo1/5
11/18	Cleveland	Am-Pres	SF12/2 LA12/11
11/21	Yamawaka Maru	Yamashita	NY12/18 Pal2/23 Ba12/24 Nf12/28
11/22	Van Buren	Am-Pres	LA12/8 SD12/13 SF12/16
11/25	Nicoline	Maersk	LA12/12 NY12/27
11/27	Montana Maru	K Line	SF12/12 NY12/26
11/30	Mart	Pioneer	NY12/25 Ba12/29 Nf12/31 Pal/3
12/3	Hoover	Am-Pres	SF12/16
12/3	Hozan Maru	K Line	No1/19 Ho1/22 Ga1/24
12/6	Johnson	Am-Pres	LA12/22 SD12/28 SF12/31
12/10	Mill	Pioneer	NY1/4 Ba1/8 Nf1/10 Pal/12 Bo1/14
12/10	Johannes	Maersk	SF12/26 NY1/12
12/15	Wilson	Am-Pres	SF12/29
12/19	Taft	Am-Pres	LA1/4 SD1/10 SF1/13
12/20	Moor	Pioneer	NY1/15 Ba1/19 Nf1/21 Pal/23
12/21	Yamawaka Maru	Yamashita	NY1/18 Pal/23 Ba1/24 Nf1/27
12/25	Marit	Maersk	LA1/11 NY1/26
1/7	Cleveland	Am-Pres	SF1/21
1/10	Sally	Maersk	SF1/26 NY2/12
1/21	Yamakimi	Yamashita	NY2/18 Pa2/23 Ba2/24 Nf2/27
1/25	Jeppesen	Maersk	LA1/12 NY2/27

SHIMIZU

11/12	Chastine	Maersk	SF11/26 NY12/13
11/14	Kimikawa Maru	K Line	SF11/28 NY12/16
11/16	Taylor	Am-Pres	LA11/28 SD12/3 SF12/5
11/17	Muse	Pioneer	NY12/11 Ba12/13 Nf12/17 Pa12/19 Ba12/22
11/24	Van Buren	Am-Pres	LA12/8 SD12/13 SF12/16
11/24	Yamawaka Maru	Yamashita	NY12/18 Pal2/23 Ba12/24 Nf12/28
11/27	Nicoline	Maersk	LA12/12 NY12/27
11/29	Montana Maru	K Line	SF12/12 NY12/27
11/30	Harrison	Am-Pres	LA12/14 SD12/20 SF12/23
12/8	Johnson	Am-Pres	LA12/22 SD12/28 SF12/31
12/12	Mill	Pioneer	NY1/4 Ba1/8 Nf1/10 Pal/12 Bo1/14
12/12	Johannes	Maersk	SF12/26 NY1/12
12/21	Taft	Am-Pres	LA1/4 SD1/10 SF1/13
12/22	Moor	Pioneer	NY1/15 Ba1/19 Nf1/21 Pal/23
12/24	Yamawaka Maru	Yamashita	NY1/18 Pal/23 Ba1/24 Nf1/27
12/27	Marit	Maersk	LA1/11 NY1/26
1/12	Sally	Maersk	SF1/26 NY2/12
1/24	Yamakimi Maru	Yamashita	NY2/18 Pa2/23 Ba2/24 Nf2/27
1/27	Jeppesen	Maersk	LA2/12 NY2/27

TRINCOMALEE

11/25	Steel Executive	Isthmian	Bo12/25 NY12/27
12/10	Santa Teresa	Isthmian	Bo1/11 NY1/12

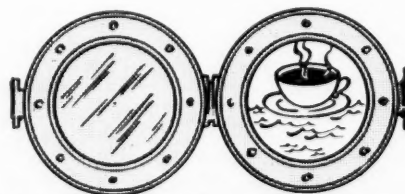
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(DODERO LINES)

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GENERAL AGENTS:

Cosmopolitan Shipping Co. Inc., 42 Broadway, N. Y. 4, N. Y.



SAILS	SHIP	LINE	DUE
12/29	Steel Seafarer	Isthmian	Bo1/28 NY1/29
1/13	Steel Scientist	Isthmian	Bo2/10 NY2/11
1/27	Steel State	Isthmian	Bo2/26 NY2/27

YOKOHAMA

11/13	Ming	Pioneer	NY12/4 Ba12/8 Nf12/10 Pa12/12
11/15	Chastine	Maersk	SF11/26 NY12/13
11/16	Kimikawa Maru	K Line	SF11/28 NY12/16
11/18	Taylor	Am-Pres	LA12/12 NY12/28 Ba1/1 Bo1/5
11/19	Muse	Pioneer	NY12/25 Ba12/29 Nf12/21 Pa1/3
11/26	Van Buren	Am-Pres	LA12/8 SD12/13 SF12/16
11/26	Yamataka Maru	Yamashita	NY12/18 Pa12/23 Ba12/24 Nf12/28
11/30	Nicoline	Maersk	LA12/12 NY12/27
12/2	Harrison	Am-Pres	LA12/14 SD12/28 SF12/31
12/3	Montana Maru	K Line	SF12/12 NY12/26
12/4	Mart	Pioneer	NY12/25 Ba12/29 Nf12/31 Pa1/3
12/5	Hoover	Am-Pres	SF12/16
12/6	Hozan Maru	K Line	NO1/19 Ho1/22 Ga1/24
12/10	Johnson	Am-Pres	LA12/22 SD12/28 SF12/31
12/14	Mill	Pioneer	NY1/4 Ba1/5 Nf1/10 Pa1/12 Bo1/14
12/15	Johannes	Maersk	SF12/26 NY1/12
12/17	Wilson	Am-Pres	SF12/29
12/23	Taft	Am-Pres	LA1/4 DF1/10 SF1/13
12/24	Moor	Pioneer	NY1/15 Ba1/19 Nf1/21 Pa1/23
12/24	Yamawaka Maru	Yamashita	NY1/18 Pa1/23 Ba1/24 Nf1/27
12/31	Marit	Maersk	LA1/11 NY1/26
1/9	Cleveland	Am-Pres	SF1/21
1/15	Sally	Maersk	SF1/26 NY2/12
1/24	Yamakimi Maru	Yamashita	NY2/18 Pa2/23 Ba2/24 Nf2/27
1/31	Jeppesen	Maersk	LA2/12 NY2/27

* Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C.Z.

the boom in Angola and Belgian Congo coffees

(Continued from page 28)

greater convenience to the coffee clientele.

Looking ahead with the combined efforts of the traders and consumers, we can anticipate a further impetus to the increased volume of the coffee trade, and assurances are hereby pledged on the part of our company to continue to improve our obligations to this valuable traffic, and to maintain full and complete cooperation with the needs and desires of the coffee industry.

moving tea from Northeast India

(Continued from page 53)

33¢ per 100 pounds. From July 1st, 1955, it was enhanced to \$1.30 per 100 pounds and again increased to \$1.46 per 100 pounds from October 1st, 1957. The West Bengal entry tax on tea was brought into force on April 16th, 1956, at the rate of \$1.30 per 100 pounds. The depressed area of Cachar has, however, lately benefited by a temporary suspension of the Assam carriage tax, while the steamer services have reduced freight rates from this area. Charges in the central government duties on tea also afforded some relief in 1958.

The operation of tea warehouses in Calcutta was handed over, during the war, by the Port Commissioners to the Calcutta Tea Traders' Association, which appointed a private firm as their agents.

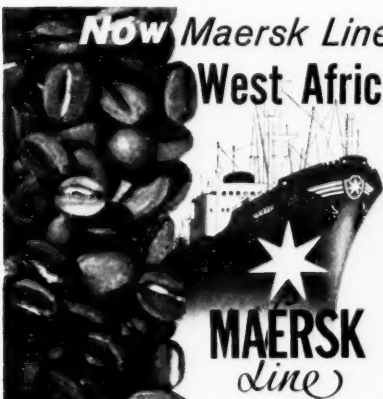
Comparison of Warehousing Floor Space, in Square Feet

Year	Warehousing Proper	Transit Space	Private Warehouses
1949	831,325	321,406	290,000
1956	951,279	320,173	290,000
1959	1053,322	320,000	525,000

Warehousing system in the Port has operated satisfactorily, though at times congestion occurs, restricting the movement of teas.

1960 PCCA convention to be in Las Vegas

The 1960 annual convention of the Pacific Coast Coffee Association will be held May 19th, 20th, and 21st, 1960, at the Desert Inn, Las Vegas, Nevada.



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West African Agents

MATADI: Agetrat, S.C.A.R.L., 3 rue de Vivi, P. O. Box 36, Matadi, Belgian Congo.

DOUALA: Societe Navale Delmas-Veiljeux, P. O. Box 263, Douala, Cameroons.

ABIDJAN: Societe Navale Delmas-Veiljeux, 17, Avenue Louis Barthe, P. O. Box 1281, Abidjan, Ivory Coast.

FREETOWN: J. P. Holmen's Successor Ltd., P. O. Box 130, Freetown, Sierra Leone.

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COSMOPOLITAN SHIPPING CO. INC., 42 Broadway, New York 4, N. Y.



coffee handling at the Port of New Orleans

(Continued from page 48)

signee's shipment was to be piled, and as the bags came off the ship, a checker stuck matching colored flags into the coffee bags, to guide the stevedores to the proper pile.

Now, however, Delta Line identifies the coffee of a particular buyer only by a swatch of colored ribbon, and, insofar as possible, loads at the original coffee port in such a manner that all of the bags assigned to a buyer are stacked together by their identifying color, so that as they come off the ship in New Orleans, they can be quickly identified and pulled to the pile where they belong.

While the bags are being piled in tiers 15 high, the forwarder busies himself preparing his customs carriers' certificate and entry form. These go to the steamship company, along with the original ocean bill of lading for filing with customs. As soon as customs clearance is granted, samples may be drawn at the wharf.

The samples arrive at the wharf with small paper bags marked with colors similar to the ribbons on the large bags of coffee. To ensure a representative sample, the sampler draws a small amount of coffee beans from each of several bags consigned to his firm.

If he notices any difference in uniformity or color of the beans, he calls his office at once, and the importer asks the forwarder to draw individual samples from each bag in his lot for his personal examination.

If the importer finds that his coffee fails to meet the standards of the grade he ordered, he may have to process it to improve quality, or he may send it back to the exporter from whom he bought it. In some instances, importers may use the port's Foreign Trade Zone for storage until the samples have been approved.

In any case, cost disputes over the quality of coffee which may arise between exporter and importer are usually re-

ferred to the New Orleans Green Coffee Association for arbitration. Made up of all the major coffee importers in the city, the association provides three-man testing committees, which supervise roasting and grinding of green coffee under dispute. They then drink sample cups of it in the special coffee-testing corner of the association's office.

In addition to its function in arbitration, the association also provides the U. S. Army with special testing committees.

Once the samplers, forwarders, and customs clerks have finished their job on the wharf, the coffee not sold on the basis of Brazil weights or landed weights (in the country of origin) must be weighed by licensed public weighers on the platform balance scales in drafts of five bags each. The weight is stenciled on the bag, and the coffee is ready for transport to New Orleans' roasters or for shipment throughout the mid-continent area.

Thus the coffee of lands around the globe clears the great coffee port of New Orleans and reaches the roasting plants.

The roasting of coffee is, in itself, an exotic story. Every roasting company has its own formula. A few of them use strictly Brazilian coffee, considering it the most invigorating of all coffees. Others claim the mountain coffees of Colombia or Peru are best. Among the roasters who use mixes of various coffees, there is supposed to be an inviolable rule that such mixes must be made only of coffees with approximately the same moisture content and roasting qualities; but at least one large roaster pays little attention to the rule and mixes many varied coffee beans for his roast.

The route the coffee bean takes to the morning table or to the evening cafe is long and complicated, but it spells business for the Port of New Orleans and billions of cups of the heady brew for coffee-drinkers all over mid-continent America.

new book is key to facts

(Continued from page 57)

believe that these could be improved, and we hope that something will be done to accomplish this.

United States imports of coffee from certain countries have shown large increases in volume, while others have declined. Our charts, tables and stories give quite a clear picture of each important source of supply.

Our work, off the press about November 1st, is entitled: "The Flow of Coffee in the United States of America." It will be limited to 1,000 signed copies, and we hope it will fill a real need in the coffee trade and its allied industries.

Mexico to adopt coffee-break

Mexico is planning the coffee-break in all public offices, it is reported from Mexico City.

<p>OVER TWENTY-FIVE YEARS OF CONTINUOUS DEPENDABLE SERVICE TO THE COFFEE TRADE</p>	 <p>IVARAN Lines</p> <p>AGENCIA de VAPORES GRIEG S/A</p> <p>Rio de Janeiro Praça Maua 7</p> <p>Santos Praça de Republica, 46</p>	<p>STOCKARD STEAMSHIP CORPORATION</p> <p>17 BATTERY PLACE NEW YORK 4, N. Y. Whitehall 3-2340</p> <p>BALTIMORE: 220 East Howard St. PHILADELPHIA: 101 Bureau Bldg.</p>
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getting coffee to the cup

(Continued from page 58)

total number of bags of green coffee roasted in 1958. It was during this year that the House Committee on Interstate and Foreign Commerce approved an amendment to Senate Bill S-3778 to make movement of green coffee by motor carriers subject to regulation by the Interstate Commerce Commission. The railroads recovered some traffic which had been moving via other forms of transportation as a result of this action.

The transportation of coffee is often taken for granted. The railroads for years made an effort to give service which had apparently failed of approval by many shippers of coffee, who used other forms of transportation. This caused a great deal of concern to the railroads, which felt something must be accomplished to recover their just share of this traffic.

A spokesman for the Association of American Railroads in a recent article in *Business Week* was quoted as saying: "One of the fastest segments of commercial transportation is piggy-backing, and shippers in increasing numbers are discovering that they can leapfrog crowded highways and reduce handling costs by putting their truck trailers on railway flat cars. During the first six months of 1959, piggy-back car loadings rose 61% above the same period last year and at the same time carloads were up only 13%. Piggy-backs, however, are still a small factor, 1.3% in the carloading picture. An all-time high in piggy-back was reached in the week ended June 20th, 1959, when 49 railroads performing this service reported 9,140 cars loaded with truck trailers, a 58% increase over the comparable week a year ago."

Notable among the railroads actively engaged in piggy-back services is the Illinois Central Railroad which, in 1955, began handling piggy-back services from New Orleans to St. Louis and Chicago, and later extended the service to Jackson, Miss. and Memphis, Tenn. Today it handles piggy-back beyond its own lines to various destinations, taking, in addition to coffee, many other commodities. The Illinois Central is considering the requests of coffee roasters in the Twin Cities, St. Paul and Minneapolis, Minn. to give them this service.

There are various reasons why piggy-back has become popular with receivers of coffee. The excellent service, the prompt schedules by the steamship lines, and the careful handling by forwarders who have helped coordinate their activities with the Illinois Central Railroad have made piggy-back a flexible service. The railroads are looking forward to expanding their piggy-back service to the coffee industry. As of the end of October, 1959, the removal of green coffee from the agricultural exempt list, the convenience of piggy-back, and the increased flexibility of rail service, have resulted on a reversal of the trend in coffee transport. Railroads are regaining coffee traffic steadily.

Mexico harvests record crop

Mexico is harvesting a record coffee crop, according to the U. S. Embassy in Mexico City.

NOVEMBER, 1959



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Long term program for coffee

outlined by Costa Lima in Brazil

Renew Brazil's coffee plantations to keep their productivity and maintain their competitive power in the international market.

This was stated recently by Renato Costa Lima, president of the Brazilian Coffee Institute as a long-term objective, according to a report issued by Marcellino Martins Filho Exportadora S. A., Rio de Janeiro, coffee exporters.

Mr. Costa Lima's program will be brought to fruition by the signing of a contract for US \$13,157,894 (at the coffee dollar rate of Cr \$76.00) between the Comissao Executiva de Assistencia a Cafeicultura and the Bank of Brazil. IBC is a part of the Comissao and works under the aegis of the Finance Minister. This sum will be granted in installments and will be used to replace old plantations with new ones. The renewal is limited to the zones in Brazil that produce soft unwashed coffees—the Planalto Paulista and the South of Minas.

As a measure to fight overproduction, renewal will only be made in the ratio of one to three—one new coffee tree replacing three old ones. It is estimated that by this plan approximately 500,000,000 coffee trees will be destroyed, which is equal to one fourth of Brazil's coffee plantations.

European coffee market studied at Le Havre session

The Committee of European Coffee Trade Associations will ask for membership in the Coffee Study Group.

This was decided at a meeting in Le Havre of the European association and the Committee of European Associations of Agents, Importers and Brokers.

On the Committee of European Coffee Trade Associations are representatives of the coffee trade of West Germany, the United Kingdom, Italy, France, Belgium and the Netherlands.

The two committees agreed on several points, including: (1) that the world's exporters and importers should have a hand in solving marketing problems; (2) that unilateral and scattered measures by producing countries to solve the overproduction problem were causing concern; (3) that government-coffee stockpiles in consuming countries, consignments, and special deals by governments, directly or indirectly, are contrary to the spirit of the International Coffee Agreement and should be halted; (4) that the freedom of trade in coffee and a price level equitable to both producers and consumers is vital to the industry; and, (5) that it is appropriate to limit production (including the limitation and control of new plantings); to prohibit the exportation of low grade coffee; to effect a reduction of coffee taxes imposed by consuming countries; and to promote consumption on a worldwide basis by the allocation of necessary funds.

Brazilian Coffee Institute opens

office, coffee warehouse in Italy

Brazil's coffee exports to Italy will go up by two-thirds in the coming period.

This was predicted by Renato Costa Lima, president of the Brazilian Coffee Institute, after opening offices for that organization in Milan and inaugurating a coffee warehouse in Trieste.

**CBI field men invited to lecture
at 14 school training sessions**

Fourteen schools, offering hotel and management courses, have invited members of The Coffee Brewing Institute field staff to present brewing demonstrations before their student bodies during the current school year. Most are repeat performances.

In the East, Kenneth Burgess is scheduled to lecture at Penn State College, State College, Pa.; the Culinary Institute, New Haven, Conn.; Paul Smith's College, Paul Smith, N. Y.; the Hotel and Restaurant Training Institute, Philadelphia, and the Lewis Hotel Training School, Washington, D. C.

John C. Leach, CBI representative in the West, will perform brewing demonstrations at the University of Denver; the University of Washington, Seattle; Washington State College, Pullman; the Edison Technical School, Seattle; the John O'Connell Vocational High School, and Waiters Union, Local #30, both of San Francisco, Calif.

In the South, Col. William J. B. Cline, is scheduled to spend three days lecturing before food classes at Florida State University, in Tallahassee, and will also lecture at the University of Georgia, in Athens.

**NCA coffee film, booklets aid
plant tour for educators**

The National Coffee Association's public relations materials helped to stage a "Business-Education Day" at Cain's Coffee Co., Oklahoma City, Okla.

Forty teachers were invited to tour the company's plant, to view the association's 16mm. color film, and to see and sample Cain's products.

Copies of NCA's booklets, "The Magic Bean" and "Everybody Wonders," were also distributed to each educator, as well as a sample of the company's instant coffee.

better coffee handling methods

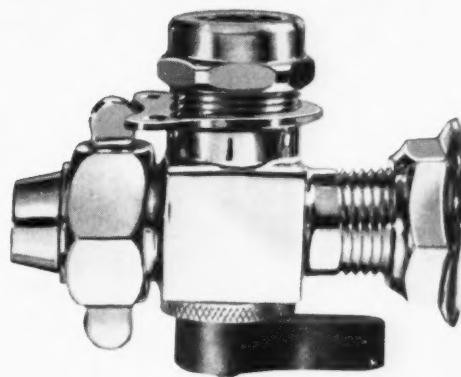
(Continued from page 54)

Portland's coffee processing firms include J. A. Folger & Co., Boyd Coffee Co., Defiance Tea and Coffee Co., McCormick & Co., Inc., Tucker-Emmrich Co., Wadhams & Co., Dwight Edwards Co., General Grocery Co., and Schilling Division of McCormick & Co., Inc. In addition to these, there are a number of wholesalers and coffee retailers.

The distribution of coffee from Portland is well illustrated by a look at one of Portland's largest firms—Folger. Folger's Coffee is distributed from the Portland plant throughout Oregon, Washington, Utah, Idaho, Montana, Alaska, and parts of Nevada, Northern California, Colorado and Wyoming. Portland provides the distribution of products through this area at a favorable overland freight rate structure, with substantial savings in freight costs and at competitive transportation costs, into one of the most extensive port-hinterland areas on the Pacific Coast.

Portland, since 1954, has spent nearly \$10,000,000 on modernizing, enlarging, and improving its three public

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terminals, operated by The Commission of Public Docks. Depressed rail tracks and truck tailgate delivery areas have been provided for the speedy dispatch of cargo, inbound or outbound. All of the harbor's terminals provide spacious warehouses, enabling the largest trucks to drive directly to the cargo they intend to pick up, and affording excellent maneuverability inside the houses. The trucks of Portland's coffee plants, for instance, have free access to the very spot where the coffee lies in the house, precluding the necessity of transferring the cargo for loading onto the trucks.

The harbor's building and expansion program is not yet finished. The Dock Commission recently received the results of a survey made by the New York engineering firm of Tippetts - Abbott - McCarthy - Stratton, regarding Portland's waterfront potential and a projection of the harbor's needs through 1980. Upon the basis of this report, the Commission will proceed with further harbor development programs.

During 1958—a year of general decline in the shipping industry, following the unprecedented record peacetime shipping year of 1957—Portland maintained an enviable record as a leading port. Portland's total inbound and outbound tonnage was only 19% less than the previous year's total, compared with a decline of up to 39.5% for the average of U. S. ports. The harbor's progressive building program and modern, up-to-date facilities continued to draw cargo through Portland. With the great shipbuilding boom presently beginning among American flag lines, Portland can expect to continue its growth pattern. Coffee promises to play an important part in the upward trend.

Among the leading nations providing coffee to Portland's processing plants are Brazil, El Salvador, Guatemala, Mexico, Ecuador, Nicaragua, Peru, Dominican Republic, Colombia and Belgian Congo.

Portland and the Northwest, like the coffee imports through Portland's harbor, are growing by leaps and bounds. They will continue to grow together in the future.

the Golden Gate's most valuable import

(Continued from page 50)

Keystone of this massive redevelopment scheme is the pending report of an independent consultants firm, now conducting an engineering-economic survey of the waterfront. The object is to determine how the Port of San Francisco can alter itself to best meet the increasing demands of modern ocean transportation.

Indications are that new terminals are urgently needed—both U. S. and foreign steamship lines have hundreds of millions of dollars worth of new ships coming. And these are bigger, faster vessels with more carrying capacity, improved loading equipment and streamlined schedules.

The improvement program will be financed by self-liquidating bonds.

To the husky workers who wrestle those bags around on the docks at San Francisco, the more new piers (and the sooner) the better.

To some people with a refined sense of smell, the pungent, acidic odor of green coffee beans is almost unbearable. But to the longshoremen it's delightful aroma—smells sort of like paychecks on Friday morning.

Port of New York

(Continued from page 47)

the nation's second largest import commodity has made it one of the prime beneficiaries of these structural innovations.

Once on the pier, mobile cargo-handling equipment is used to haul the coffee to marked-off areas in cargo terminal buildings, where it is assembled according to consignee. In this manner, the samplers and weighers can go directly to the pier to inspect their coffee consignments at the same time they are being tested by representatives of the Food and Drug Administration of the Department of Agriculture for any insect infestation or contamination.

The samplers are licensed by The New York Coffee & Sugar Exchange, which has extensive by-laws and rules to govern all phases of trading in coffee futures. The purpose of the Exchange, only one of its kind in the United States, is to establish equitable trading rules for both buyers and sellers and to promote the interests of the coffee industry. This Exchange, as the most important of the world's future markets, offers to planters, exporters, importers, jobbers, roasters, wholesalers, retailers and speculators a well-organized market for the buying and selling of coffee contracts. Practically all of the above interests are represented by membership on the Exchange.

Having completed the longest leg of its journey, the green coffee consignments are now ready to enter the more intricate phases of their movement from plantation to consumer. Much of the coffee is picked up at the pier by trucks and taken directly to local roasting plants. Another portion goes by railroad lighter to New Jersey, where it is placed in freight cars for the journey to the inland roasting plants. The remainder, usually a small fraction of any over-all consignment, is trucked to an importer's warehouse to await future delivery to a roaster.

One of the greatest boons to handling of coffee at the bi-state port in recent years has been the construction of big, new piers by The Port of New York Authority. These ultramodern waterfront terminals are capable of handling much larger quantities of coffee and other cargo than was handled at the older, narrow piers. Furthermore, cargo is handled more rapidly and efficiently by inclusion of wide pier aprons, broad areas of paved upland area and tailgate-high truck platforms.

The Port Authority's \$85,000,000 pier reconstruction

program at the Brooklyn-Port Authority Piers is currently at the half-way mark, three years after its beginning. Five of the ten new piers to be built of this two-mile-long sector of choice Brooklyn waterfront have been finished and are now being operated by steamship lines or stevedoring firms. Among the lines operating from the Authority's new Brooklyn piers which carry coffee are Torm, Flota Mercante Grancolombiana, Mamenic, Caribbean, Orlanda, Dominican and Maersk.

Torm operates from new Pier 1, leased to American Stevedores, Inc., while Mamenic, Caribbean, Orlando and Dominican operate from new Pier 10, also leased to American Stevedores. Grancolombiana operates from its own new facility, new Pier 3, as does Maersk, which leases new Pier 11. New Pier 2 is leased to Meyer Line, a leading transatlantic carrier.

Similar in design to these piers are the Hoboken-Port Authority Piers on the New Jersey side of the North River. Leased by the Authority to American Export Lines, which transports coffee from the Mediterranean, the Hoboken piers have proved their efficiency many times over. American Export officials, shortly after they began operating from the facility, stated they had experienced a 25% increase in efficiency over operations at their former terminal. Likewise, at Port Newark, vessels of Norton, Lilly & Co., Inc., deliver coffee at their two-year-old, four-berth terminal constructed by the bi-state agency at a cost of \$10,000,000. This huge facility, the longest marginal berth in the New York-New Jersey Port, has over 350,000 square feet of covered space. Inasmuch as coffee occasionally requires greater shed space than most general cargo, especially when a great number of consignees are represented in a shipload, the large interior areas at Norton, Lilly's terminal are particularly advantageous.

These and other new maritime developments in the bi-state harbor in the past decade have contributed substantially to maintenance of the New York-New Jersey Port's ranking as "America's Leading Port." Combined with striking improvements in overland transportation by truck and rail and by a phenomenal expansion of arterial highways in the New York metropolitan area, these waterfront modernization projects have given the shipper and consignee of waterborne freight the fastest, most versatile transportation system the world has ever seen. Whether the cargo be coffee, cars, or castings, shippers have invariably found the Port of New York serves them best.

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W.R. GRACE & CO.

Tea bagging machine now handles all sizes, tags cup sizes automatically

With several new design features in the larger Model BS Stokeswrap machine, all tea bag sizes from 18 grains to two ounces can now be run on a single unit, with the added advantage that cup sizes are automatically tagged.

Developed by FMC Packaging Machinery Division, Stokes & Smith Plant, this model is designed for size-changeover, to make it ideal for any operation requiring running several sizes on a single machine.

All bag sizes are formed from rolls of tea-bag paper, volumetrically filled and heat-sealed for a neat, sift-proof package. Printed tags for the cup sizes are fed from reels and cut by the tagger attachment, while simultaneously string is drawn from two separate spools, cut to the desired length and stapled to the bag and the tag. This is done automatically.

Complete bags with strings and tags attached are delivered in two rows on the conveyor, counted and stacked, so one attendant can easily do all the cartoning and inspection.

The entire unit is compact, requiring a minimum amount of floor space. Production is 60 to 140 per minute, depending upon bag size.

Tea Association's Junior Board names

Congalton chairman, elects six new directors

William Congalton, of Standard Brands Inc., was elected chairman of the Junior Board of Directors of the Tea Association of the U.S.A. at the group's recent annual meeting.

He succeeds Robert F. Gertenbach, of Thomas J. Lipton, Inc.

Gene Polizzano, of Henry P. Thomson, Inc., was named secretary-treasurer, succeeding Max Margolies, of the Tea Pack Co., Inc.

Six new directors were elected: John Batson, Hellenic Line; George Hanniford, Tetley Tea Co.; Norman Langer, DeHope Goldschmidt Corp.; David Sinclair, Antony Gibbs & Co.; Donald Shalders, Hall & Loudon; Andrew Yevick, Thomas J. Lipton, Inc.

Richard M. Field, of the Brownell & Field Co., who had been filling an interim term, was elected for a full three-year period.

P. C. Irwin Jr., reelected Tea Association president by 14th convention; Barker is v.p.

The Board of Directors of the Tea Association of the U.S.A., Inc., re-elected P. C. Irwin, Jr., president for 1960. Mr. Irwin is a vice president of Irwin-Harrisons-Whitney, Inc., New York City, importers.

Elected vice president at the 14th annual convention, held at The Greenbrier, was W. Gardner Barker, president of Thomas J. Lipton, Inc., Hoboken, N. J. Joseph Diziki, vice president of Carter, Macy Co., Inc., New York City importers, was re-elected treasurer.

Full details on the 1959 convention will appear in the next issue of COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

McCormick forms new development department, merges advertising and sales promotion

Establishment of a commercial development department and merging of its advertising and sales promotion departments have been announced by John N. Curlett, president of McCormick & Co., Inc., Baltimore.

Philip B. Schnering, assistant to the president, heads the commercial development department, coordinating the commercialization of new products and supervising major modifications of existing products.

Advertising Manager Charles F. Mattern becomes manager of the sales promotion and advertising department. The assistant manager, a new position, is Paul Irwin, new products head.

Charles P. McCormick, Jr., moves up from sales promotion manager to assistant to the president. He will serve principally as liaison between the McCormick Division in Baltimore and the Schilling Division in San Francisco.

The liaison duties were formerly performed by Controller John L. Buckley, Jr.

Tea auctions started in Antwerp

Auctions of Indonesian tea were inaugurated recently in Antwerp, in spite of attempts by Dutch interests to put legal obstacles in the way.

Bidding was reported to be brisk, and observers indicated the sale could be considered successful.

A second auction was planned for November.

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MEDAN (SUMATRA) • TAIPEH (FORMOSA)

Mrs. Duncan MacKenzie named

"honorary citizen" of Shizuoka

The widow of a United States tea man was recently named an "honorary citizen" of Shizuoka, Japan's leading tea city.

She is Mrs. Emily Margaretta MacKenzie, whose husband was Duncan J. MacKenzie, manager of the Shizuoka office of Irwin-Harrisons-Whitney, Inc. Mr. MacKenzie was also a director of the company.

In bestowing the honorary citizenship on Mrs. MacKenzie, Mayor Hikko Matsukana noted that she came to the city with her husband in 1918, and lived there for more than 40 years.

"During this period, you have devoted yourself heart and soul to the export business of Japan tea, together with your husband, and contributed greatly to the development of tea business circles in Shizuoka," the Mayor said.

"Also, you have always done much for the social welfare work of this city, with your affectionate heart."

India releases more export tea

The Indian government has authorized the Tea Board to make a second interim export quota release of 5% of the basic crops of tea estates.

This would bring the total so far released to 60%, pending final notification of the export allotment for the 1959-60 season.

In May, the government authorized the board to make an interim release of 55%.

First foil ad in Reader's Digest

highlights drive for Tender Leaf Tea

The first foil advertisement ever to appear in Reader's Digest—a 15¢ coupon gatefold for Tender Leaf Tea—appeared in the October issue.

The foil coupon is one of the highlights of Tender Leaf Tea's promotion campaign. It is being backed by in-store displays.

New ad agency named for Salada Tea

Doyle Dane Bernbach, Inc., has been appointed advertising agency for all Salada-Shirriff-Horsey, Inc., products formerly handled by Sullivan, Stauffer, Colwell & Bayles, Inc., it was announced by H. M. Tibbetts, vice president and general manager.

The products covered include Salada Tea, Junket desserts and other food items.

Billings have been reported at \$1,500,000 to \$2,000,000 a year.

Lipton launches doorbell ringing contest

A doorbell ringing contest has been launched in the Boston area by Thomas J. Lipton Inc.

If canvassers find a Lipton Tea package in the home, the housewife automatically receives a Westinghouse appliance or a \$5 grocery certificate.

Farrell Lines opens Baltimore office

The Farrell Lines have announced that it is opening its own office in Baltimore, Md., at 121 Munsey Building.

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
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120 Wall Street
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605 Third Street
San Francisco, Calif.

Member: Tea Association of the U. S. A.

Tea Movement into the United States

(Figures in 1,000 pounds)

	June 1958	July 1958	Aug. 1958	Sep. 1958	Oct. 1958	Nov. 1958	Dec. 1958	Jan. 1959	Feb. 1959	March 1959	April 1959	May 1959	June 1959	July 1959	Aug. 1959	Sept. 1959
Black																
Ceylon	2,678	2,148	3,989	3,478	4,401	3,834	3,750	3,692	3,051	3,889	4,775	4,096	4,368	2,656	4,558	2,640
India	2,271	1,935	1,188	1,927	2,327	2,145	2,925	2,501	2,686	3,828	2,589	3,053	1,953	1,251	1,165	1,790
Formosa	362	651	607	694	733	435	927	453	494	319	433	515	736	348	373	390
Africa	526	561	380	241	198	288	439	450	508	501	609	891	785	909	922	393
Indonesia	1,664	1,793	787	993	858	750	1,556	1,361	1,355	1,069	1,280	1,380	1,453	1,312	1,503	1,228
Japan	29	15	61	36	57	5	5	123	37	57	14	15	15	29	15	10
Misc.	411	340	241	272	594	217	346	424	328	546	430	217	638	549	181	192
Green																
Japan	236	351	487	223	433	36	77	47	44	90	40	55	93	409	341	176
Misc.	13	1	4	45	1	15	6	12	5	...	1	1	2	5	1	37
Oolong																
Formosa	8	11	31	32	43	56	14	21	31	13	26	34	20	20	2	33
Canton	3	3	24	8	26	15	13	9	4	4	2	4	3	4	4	8
Scnd Cntr	6	7	3	4	6	4	7	12	2	2	12	5	7	9	4	3
Mixed	9	16	6	10	22	12	20	13	28	5	14	19	5	8	8	21
TOTALS	9,216	7,832	7,808	7,963	9,697	7,819	10,085	9,118	8,573	10,323	10,225	10,286	10,078	7,509	9,078	6,921

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

General Foods elects Mortimer chairman and chief executive; Marks named president

The board of directors of General Foods has elected Charles G. Mortimer chairman and Wayne C. Marks president of the corporation.

Mr. Mortimer, who has been with General Foods since 1928 and president since April 1954, will continue as chief executive officer of the company. He will concentrate largely on the future development and growth of General Foods, and will also head a newly created corporate development council.

Mr. Marks, who joined GF in 1926 and has been executive vice president since February, 1958, was designated chief operating officer of the company.

The board also promoted three vice presidents—Herbert M. Cleaves, C. W. Cook and John A. Sargent—to executive vice presidencies. As executive vice presidents of operations, Mr. Cleaves and Mr. Cook will each have six divisions reporting to him. Mr. Sargent will function as chief of staff.

Mr. Cleaves, who joined General Foods in 1936, and

Mr. Cook, with the company since 1942, have been vice presidents since 1955. Mr. Sargent joined the company in 1958 as vice president-finance.

Arthur E. Larkin, Jr., division marketing manager, succeeds Mr. Cook as general manager of the Maxwell House division.

George Hampton, senior executive vice president, has required a leave of absence for health reasons.

Clausen heads trade relations for Nestle

Charles K. Clausen has been named by The Nestlé Company, Inc., to the newly created position of manager—trade relations.

The appointment is part of Nestlé's new overall marketing program and is aimed toward closer communication, particularly in the area of discussion of trade policies which are practical and mutually beneficial.

Mr. Clausen has been with Nestlé for over 40 years in both traffic and sales capacities, most recently as New York regional sales manager.

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HALL & LOUDON TEA BROKERS

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NEW YORK CITY 5

Chicago—America's next coffee port

(Continued from page 42)

quilla were hindered this year by unusually low water, which prevented ships from getting into this important port of call. This situation should not exist this year.

The Grace Line operates from Havana, Bridgetown, Barbados; Port of Spain, Trinidad; and five Venezuelan ports, as well as these two Colombian coffee ports, to Chicago, Milwaukee, Detroit, Toledo, Cleveland, Montreal and Toronto. Its northbound cargo has included, in addition to coffee, pineapple in brine, hides, naphthaenic acid and hemp. Southbound ships have carried automobiles, agricultural equipment, powdered milk and canned goods.

The Seaway is still in its infancy. As it grows and its early problems are resolved, we plan to use it extensively in supplying both our Chicago and Toledo processing plants.

It has long been our policy to serve our restaurant, hotel and institutional customers from plants in such close proximity that warehousing of fresh roasted coffee is unnecessary. Now, with the opening of the Seaway, we will likewise be brought closer to our suppliers, the producers of South America. Coffees processed in our Chicago and Toledo plants will come, as they already do, to our New York and Seattle plants, directly from the source to us for blending, roasting, grinding, packaging and immediate delivery to our customers.

communications ease the way

(Continued from page 44)

Coffee, tea and spice merchants the world over, needing to send cablegrams and radiograms and to place Telex calls, are able to employ but one organization for all their telegraphic needs.

As a group dedicated to helping international businessmen, AC&R has over the past ten years opened many new offices, until now it has 171 overseas telegraph offices and 50 agencies throughout the world. In one area, for example, its operating company, "All America," maintains 109 traffic offices in Central and South America and the West Indies—right in the heart of the largest coffee producing area.

In the years to come, we will continue to use the latest technological improvements to expand our facilities to better serve our friends in the coffee, tea and spice enterprises.

On the subject of marketing, we, ourselves, have developed as a goodwill sales item an interesting coffee and tea coaster, which we have distributed by the thousands to international business firms for use by their employees during their coffee and tea "breaks." These coasters, made of cork, with an artistically designed steaming cup and saucer imprinted on one side, have been received with genuine enthusiasm by all levels—from office managers to messengers.

As the coffee and tea "break" goes on to become even more of an institution, both here and abroad, communications will continue its telegraph services available for even easier, faster transactions in these commodities.

NOVEMBER, 1959

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE EQUIPMENT

A comprehensive, 42-page booklet, this catalog of coffee equipment has information, specifications and illustrations on coffee urns, urn batteries, gridded risers, coffee carriers, iced tea urns and decanters, plug-in coffee stations, and equipment parts and accessories. Cecilware-Commodore Products Corp., 199 Lafayette Street, New York 12, N. Y.

2—COFFEE ROASTERS

This eight-page illustrated bulletin describes coffee roasting machinery made by Maschinenfabrik Ferd. Gotthot, Germany. Details include methods of heating, data on the roasting itself and information on equipment for entire coffee plants, from raw coffee handling to packaging. Ulbeco, Inc., 484 State Highway 17, Paramus, N. J.

3—ELECTRIC COFFEE ROASTERS

This four-page illustrated bulletin describes electric coffee roasters with capacities from one pound or less, for sampling, up to 480 pounds. Included are details on an electric infra-red continuous roaster. Puerto-Rico Manufacturing Corp., Hato Rey, Puerto Rico.

4—COFFEE BINS

This bulletin is a fact sheet on Burns True-Flow Bins. It describes the use of the bins in the plant operation, and tells about the features of the bins, and various sizes. It makes clear why True-Flow Bins overcome particle separation in ground coffee. Also described are coffee cars, for bean coffee and the ground product. Jabez Burns and Sons, Inc., 600 West 43rd Street, New York 36, N. Y.

5—NEW BAG LINER

This booklet describes a bag liner—a new kind of cellophane—said to be ideal for the trend to marketing fresh coffee preground and sealed in bags. This cellophane protects freshness, and it's tough, able to take rough handling. E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.

SPICE MILL PUBLISHING CO. 106 Water St., New York 5, N. Y.

Please send me the following booklets:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Firm Name

Street Address

City and State

Signature Title

today's woman—and premiums

(Continued from page 60)

She is *her*—no one is really like her. She's strongly individual. She doesn't want exactly what a thousand other women have—in fact, she wants to be sure that what she has a thousand other women *don't* have. For instance, at a dance, the men usually all come in midnight blue tuxedos with bow ties. Can you imagine all the women arriving in long black dresses and pearl necklaces?

She wants to feel that something is especially designed for her, that she is being spoken to as a person, an individual. So, we should offer premiums in as great a variety as possible. A whole spectrum of colors, a wealth of styles, dozens of possible models and combinations. Give a woman a wide choice of items so she can find something just right for *her*.

And most important, this feminine desire for individuality means we should speak to her as an individual, rather than as a composite woman. As you are aware already, there is no

such thing as a "mass" market—for that mass market is simply made up of individuals. This feminine market is composed of many, many individuals, individuals who have common interests because they are women, or because they are the same age, or because they are doing the same things. There is a great opportunity in picking one woman out of a special, smaller group—and appealing directly to her. For example, instead of just a lipstick premium—a lipstick for blue-eyed or brown-eyed girls.

Now, as you all know, a premium, to be successful, must have broad appeal—or as some say "mass" appeal. But this premium with wide appeal should be as individualized as possible—come in seven shades, perhaps, or with the woman's initials or in *her* kitchen colors. And it should be presented as individually as possible—let her know it's just for *her*.

Next, with today's woman, the family comes first. During 30's and 40's, the big news in women was the career woman. Today it is the family woman. Families have gotten bigger and they have been bitten by the bug called "togetherness."

Today we find the family is a closely-knit unit. The family plays together, works together, plans together, goes out together, thinks together, buys together. Selfish purchases are out for her. They make her feel guilty. Family group purchases have taken precedent.

This is one of the reasons household premiums are so popular with women today. They like grills or racks for cooking out in the backyard (though today usually is called the "patio" or just the "yard" or "outback"—"backyard" has fallen into ill-repute). They often like silverware and glasses and

kitchen towels as premiums—in preference to wearables. The Nesbitt survey of housewives showed a decided preference for household premiums over personal items.

In the family of today, the children usually receive the emphasis. If we are concerned for the child, the mother appreciates it. An old proverb says it this way: "To make love to the mother, make love to child." So we can often sell our premiums by pointing out the ultimate benefits for the child. "This sturdy tumbler is wonderful because she doesn't have to constantly caution the children not to break it." This is an unusual twist for products not even sold to children.

This appeal opens many exciting, new approaches to premiums—premiums for the whole family or dual premiums with something for mother plus the child.

Women are both pleased and displeased by instant living. Today a woman can produce most of the things needed for herself and her family the "instant" way. I understand teenagers are even hoping they'll invent "instant homework." But seriously, a woman need only push a button or turn an opener or twist a dial or tear open a package or flip a lever to accomplish most of her household jobs. (But even with all the wonders of modern living no one has invented a way to supply her with extra time.)

A woman is pleased with most of these ways of instant living. Time-saving appliances and quick food have released her from back-breaking labor and long, tedious hours. For this she is grateful.

But appliances and modern inventions don't take away all the work—

(Continued on page 86)

ANOTHER Success!



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BOTH GENERAL COMMODITIES AND STEEL OPERATIONS

coffee and marine insurance

(Continued from page 49)

doubt that such loss occurred during the currency of the insurance, not prior thereto.

The extent of coverage which an underwriter will offer on such shipments will depend to a large extent on facts revealed prior to shipment and on the safeguards taken to assure that the merchandise is in sound condition at the time it is to be shipped from the intermediate country.

Discussions with leading coffee underwriters develop that they are considerably disturbed about the worsening of their loss ratios on their coffee business, and they are presently checking into the reason for this situation. They know it has not been brought about by any great change in the handling or shipping of the coffee, for none has been made in recent years, although the increased volume of Robustas from Africa with the claims mentioned above have been somewhat of a factor.

Another point worth mentioning that has some bearing on loss ratios on all commodities is the rising and falling of markets. When the markets are high, insureds seem to be more interested in selling commodities and do not take the time to file, or in many cases overlook, minor claims. For example, back in 1953/54, when coffee went so high that even in Brazil the cost of their diminutive daily coffee breaks rose by five times, marine underwriters enjoyed some of their most favorable loss ratios.

Conversely, it is understandable that when markets are depressed, dealers in commodities scan each trans-

action with care and no possible claim goes by default.

Today, with rising costs, it is well to check into the possibility of eliminating detail as much as possible in your coffee insurance program, for the cutting down of paper work, while intangible, is an important factor with virtually all corporations.

Problems will constantly arise in connection with marine insurance on coffee, but they will be solved through the close cooperation of the importer, his insurance broker and the underwriter, as they have been through the many years of a pleasant business relationship.

What with the development in recent years of the inside catered coffee break, we in the insurance industry particularly have had the image of coffee more forcibly imprinted on our daily work by means of brown circular stains on insurance documents caused by somewhat porous paper cups, together with divers stains of various designs spread promiscuously while imbibing.

Sees Europe as a growing market for coffee

The European Common Market will provide greater markets for Latin American coffee, French Finance Minister Antoine Pinay told a press conference in Rio de Janeiro.

Mr. Pinay held the press conference after a meeting with President Juscelino Kubitschek on Brazil's financial difficulties. The French Minister also said he was satisfied with the international coffee pact signed recently in Washington.

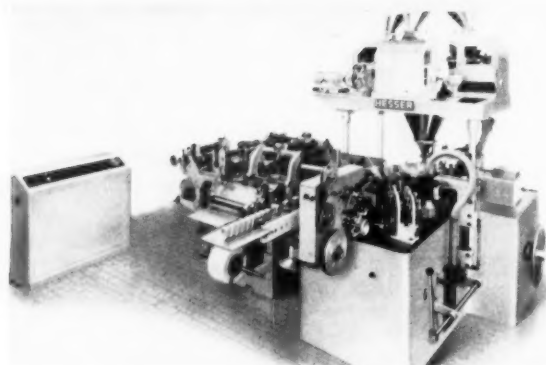


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Packaging



The new Fr. Hesser automatic packaging equipment for coffee bags.

Announce new coffee bag, automatic equipment to make it, from printed roll through filling and closing

A new coffee bag and a fully automatic packaging system to handle it, from printed roll right through to closing, have been announced by Fr. Hesser, Stuttgart, West Germany, manufacturers of packaging equipment.

The new flexible coffee package is easily opened and closed, has a smooth shape on all sides for economic processing right through to the finished stage, and it can be stacked.

Moreover, the new bag can be made, filled and closed on a fully automatic packaging system designed for the purpose.

"There have been some semi-automatic machines for the premade paper bag meeting some of the requirements," it was explained by Gerd Kelch, of Fr. Hesser. "But in the majority of cases, these semi-automatic machines can manufacture a single type of package only, with the so-called upstanding rolled-in closure."

The "upstanding rolled-in closure" has many disadvantages, Mr. Kelch claimed, among them a rather large oxygen cushion which he said affects the quality of the coffee.

In redesigning the packaging system, Mr. Kelch revealed, they had to streamline the principle of feeding the printed roll. The continuously varying volume of coffee had to be taken into account with an easily adjustable size of cut from the roll.

Moreover, the entire closing assembly had to be redesigned. In the new system, the following operations are carried out on the closing wheel:

1. Prefolding and creasing the package on top.
2. Preparing and folding the roll-down closure.
3. Cutting off and applying the pressure sensitive tape, which is also provided with a holding end.
4. Affixing a top label.

The carton inserting device was located on the filling wheel.

To meet space requirements, Fr. Hesser had to invent a new method for the labeling process. "We now use labels which are pneumatically sucked off the pile and are stuck to the package top by means of heatsealing," explained Mr. Kelch.

In addition to overcoming difficulties in the construction of the machine, some problems in bag materials had to be met.

"Aluminum foil had to be modified in its composition, so that too thick a roll should not make the roll-down closure rather unattractive," Mr. Kelch declared. "At the same time, in spite of using a thinner coating material (50 g instead of 60 g cellulose paper), the coating had to be strong yet pliant enough to reduce the reshaping property of the material."

"For the pressure-sensitive tape by which the opening and closing of the package is done, we had to provide an automatically manufactured hold-end by putting a paper or cellophane strip underneath, at the end of the self-adhesive tape."

"In order to avoid stopping the machine to interchange the rolls, we provided bigger rolls, with an automatic butt splicer. Eventually we had to find a heatsealing label assuring a faultless reproachable seal within a period of one-third to one-half of a second, meeting, at the same time, a frequent wish of our clients to provide a heat-sealing label which should overlap to the wide side of the package, so as to form an additional closure. This, however, is not always necessary since, in many cases, our packaging machines are followed in line by cellophane wrapping machines."

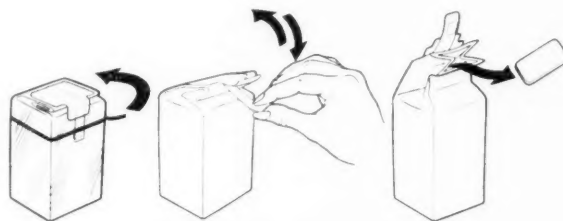
For the heatsealing labels, when using gold-colored aluminum foil, it is important that the sealing wax should be compatible with the gold lacquer of the foil, it was emphasized. This applies also to the pressure-sensitive tape.

Pressure-sensitive tape is preferable with glassine or lacquered paper, permitting removal without tearing off fibers or color.

"Even with a cellophane wrap, this new package can be opened and reclosed in a much easier way," Mr. Kelch said.

"First open the cellophane wrap by means of the tear-off strip. Then seize the hold-end of the distinctly visible pressure sensitive tape and unfold the roll-down closure, remove the carton insert (if any) grind the coffee and reclose the package after refilling it, by folding it again and sealing it tightly by means of the pressure-sensitive tape."

When equipped with three scales, the output of this new packaging machine is approximately 60 packages per minute, and with four scales approximately 65 to 70.



How the new bag is opened and resealed.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

ASTA event for food writers has New England shore dinner theme

It was "up anchor and full speed ahead" as more than 400 passengers aboard the good ship *ASTA* set sail for their annual dinner.

The affair, held in the main ballroom of the Hotel Astor, New York City, was a truly seaworthy one. Captained by William L. MacMillan, president of the American Spice Trade Association, the ship sailed through a gala evening consisting of a New England Shore Dinner and some remarkable entertainment.

The *ASTA* harked back to the days of iron men and wooden ships. The dining room, appropriately decorated, was lit by candlelight. Tables had centerpieces of fruits, cranberry vines, sea shells and nautical floats. The bandstand was surrounded with swags of fishnet, lit by brilliant little lights blinking on and off like navigation aids at sea. Lobster pots from Maine were encased in fall leaves.

The main course, appropriately enough, was Maine lobster—probably the freshest Maine lobsters ever eaten in New York. The Maine Department of Fisheries, co-operating with the American Spice Trade Association, sent out a special boat at 1 a. m., the morning of the dinner. The lobster pots were tapped at 3 in the morning. By 6 a.m., the lobsters were sorted, graded, packed in ice and on their way, by truck. They reached the Hotel Astor at 2:30 p.m., the afternoon of the dinner.

Many of the dishes served at the dinner were prepared from recipes dating back to New England whaling days. In fact, they were taken from "receipt books" from the Marine Historical Association of Mystic, Conn., site of the Seaport Museum and the reconstruction of the 18th Century village noted for its shipbuilding industry.

The highlight of the evening's entertainment was the performance of the U. S. Merchant Marine Academy Glee Club, Kings Point, N. Y. The 50 cadets, under the direction of George V. Rose, delivered a stirring program of "Songs and Sea Chanteys" that drew ever-increasing applause. The diners gave the cadets a standing ovation at the conclusion of their program.



Even the host enjoyed himself at ASTA's dinner for food writers, which sparked a flood of spice-oriented publicity. From left: W. Gopala Menon, Consul General of India; Commissioner Ronald W. Green, State of Marine Department of Fisheries; William L. MacMillan, ASTA president; Edouard Stackpole, Curator of the Marine Historical Association; Commander Edward E. Tyson, Jr., U. S. Merchant Marine Academy; Mr. Kweed-jiehoo, Consul General of Indonesia.

A special round of congratulations is extended to the dinner committee, chaired by John J. Frank, for a memorable evening—and one which sparked a flood of spice-oriented articles and reports in press media.

Mamenic Line names new general agent

The Mamenic Line, formerly represented by Mamenic International Corp., has appointed American Hemisphere Marine Agencies, 26 Broadway, New York City, as general agents for the Mamenic Line services to West Coast and East Coast ports of Central America.

This appointment makes Mamenic the fifth steamship line to be represented by American Hemisphere as general agents.

F. Tupper Smith dead at 67

F. Tupper Smith, widely known Denver, Colorado, coffee broker, is dead at the age of 67. He had been ill for several years.

A life-long resident of Denver, Mr. Smith started in the green coffee business at the age of 17 as an apprentice to W. H. Poynter, a green coffee broker.

At 22, he succeeded the proprietor and acquired the business, which he continued under the name of Smith Bros. Brokerage Co.

In 1947 his son, Tupper, Jr., entered into a partnership with his father, and is carrying on the 45-year-old business.

Mr. Smith was a member and past director of the Rotary Club of Denver; a member of Mountview Presbyterian Church; past secretary of the Denver Athletic Club; past secretary-treasurer of the Colorado Coffee Association; and a Mason, Knights Templar, and Shriner.

He is survived by his widow, the former Katherine Zurich; two other sons, Keene Z. and George N.; one daughter, Mrs. Dorothy S. Gurkhardt, all of Denver; one brother, three sisters and 12 grandchildren.

Better brewing campaign launched by Mexico

A better brewing campaign is being launched by Mexico as a means of increasing coffee consumption and reducing the surplus of the commodity now plaguing the industry.

Spearheading the attack will be Luigi Cazzola, food expert of 35 years experience both in this hemisphere and Europe, who has completed a three-week course at the New York offices of The Coffee Brewing Institute.

He was sent to CBI by Cafes de Mexico, S.A., a corporation representing the major coffee interests in that country, for the express purpose of learning the brewing techniques, demonstration practices and testing procedures used by the Institute.

Mr. Cazzola returns to Mexico to put into practice what he has learned. Initially his program will include work with hotels, restaurants and other public feeders in the larger cities of that country. Eventually, he hopes to expand his scope of operations to housewives.

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AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

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Duncan Coffee adds new officers

Two vice presidents and a secretary-treasurer have been added to the executive staff of the Duncan Coffee Co., Houston, Texas.

Promotions were announced by Charles W. Duncan, president.

James L. Parker was named to the office of vice-president and general sales manager; Sam H. Peak to the position of vice-president and general counsel, and Roland G. Parker to the position of secretary-treasurer.

Instant expresso coffee

introduced by Schonbrunn

Instant Medaglia d'Oro Espresso Coffee has been introduced by S. A. Schonbrunn & Co., Inc., Palisades Park, N. J. producers of vacuum-packed regular Medaglia d'Oro Espresso Coffee.

Instant Medaglia d'Oro Espresso, highly concentrated, is packed in three-ounce jars. Each jar will produce as many cups of rich full-bodied espresso coffee as the large vacuum packed tin of regular Medaglia d'Oro and retails at approximately the same price.

Instant Medaglia d'Oro Espresso was offered to consumers for a limited time with a special introductory offer of 25¢ off the regular price. It is being heavily promoted in radio and newspaper ads.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

COFFEE AND TEA INDUSTRIES and The Flavor Field, published monthly at New York, N. Y., for October 1, 1959.

1. The names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, E. F. Simmons, 106 Water Street, New York 5, N. Y. Editor, Bernard Sachs, 106 Water Street, New York 5, N. Y. Managing editor, None. Business manager, E. Redmond, 106 Water Street, New York 5, N. Y.

2. The owner is (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Coffee & Tea Industries and The Flavor Field, 106 Water Street, New York 5, N. Y.; E. F. Simmons, 106 Water Street, New York 5, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

E. F. SIMMONS

(signature of Publisher)

Sworn to and subscribed before me this Eighth day of September, 1959.

Notary Public, State of New York, No. 03-1311415. Qualified in Bronx County. Certificates filed in New York County. Commission Expires March 30, 1961.



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San Francisco Samplings

By MARK HALL

■ ■ The coffee market has been strong of late, a tribute to controls and market maneuvering, according to some coffee men here. In the face of tremendous surpluses in producing countries and large stocks here in the warehouses or afloat, prices hold firm.

Some say that local stocks are second and third crop old, and that while roasters are buying at a good price for them, nobody is giving coffee away.

The small spread between distant futures and nearbys indicates to the local coffee man that there must be some heavy buying by Brazilian interests to make the future of the market look safe. In fact, that is what is reported. The crops from Central America and Mexico is reported to be very large this year, with Guatemalas coming in earlier than the others.

There was some opinion that with large stocks of coffee in San Francisco and on the Coast, there is an effort to develop a spot market, such as exists in New York. New York interests were said to be consigning coffee to San Francisco. While there must be quantities of consigned coffee here, there is no estimate of its amount. There is plenty in all positions—spots, shipments and afloats; Brazilians, Colombians and Centrals.

■ ■ The Desert Inn, Las Vegas, will

be the site of the next P.C.C.A. convention, in May. It should be interesting, climate and otherwise. For those who don't get exercise at golf, there will be plenty of arm action for coffee men who like to take chances.

■ ■ J. Grayson Luttrell was a visitor in San Francisco and at the local offices of McCormick & Co. Senior vice president of the organization, he is celebrating his 50 years of service with the company. He is still active, but plans to retire some time next year, it is said. He was president of the Tea Association of the USA at one time, and also served on the U. S. Board of Tea Experts with Ed Spillane, an oldtime friend.

■ ■ There were innovations at the annual picnic of the Western States Tea Association at Huddar Park, San Mateo County.

Ed Spillane, a rider with the Mounted Patrol of San Mateo and a horse-spirited citizen, brought three of his animals to the picnic—plus a maverick. Included in his heard was a spirited Palamino, but it was for Ed or son Jim to ride. The children of the tea men rode around the horse ring on a good-natured and safe horse 30 years old or more.

For the youngsters, it was a gala day, but fun was not wanting for the older folks, too. The horseshoe game, which is always top booking, pitted father against son in a hard fight. Jim Mahoney, Sr.,

and young Jim Spillane were pitted against Ed Spillane, Sr., and Jim Mahoney, Jr. Senior Mahoney and junior Spillane won the refreshments.

Adding to the Mahoney family take, Jim, Sr., won the door prize. Besides the horse rides, there were plenty of games for the children and a prize for everyone. Stan Lee was in charge of that group. Larry Myers called the bingo game, with the deep-chested voice of Binsacca giving occasional relief. The ladies had their own games and prizes. In all, the day was a big success, including the steak banquet.

Do you
know
him?

See

"Mark my word"

By Mark Hall

on Page 47

■ ■ Harry March has been on another extended tour this year. First he visited his family in Ohio and Michigan, then toured the Caribbean area in the Grace liner Santa Paula, which touched at many Latin American countries and made a stop at Florida. Could be there are some advantages in working for a shipping company.

■ ■ At the last meeting of the San Francisco Coffee Club golfers, it took more than a hot day to dampen their fun. Sixty-five were present for dinner, and a good proportion of them played golf. The affair took place at the California Country Club. Low gross winner was Don Harvie, low net Ernie Shaw. Among the guests, Don Haslett, won low net.

After the dinner, the group was entertained by a very charming girl singer.

The next party will be just prior to Christmas, at the Olympic Club. It will be the event of the year.

Ed Johnson, Sr., was in New Orleans

(Continued on page 87)



At the Western States Tea Association picnic (from left): John Cognetta, the Cognetta youngsters, and L. E. Binsacca. Serving the hot dogs is Ray Graham. Surveying the scene are Charles Montague and Gene Lynch. That horse, Old Smoky, is being admired by Ed Spillane and a girl friend.

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New York News

■ ■ Appointments to standing committees have been named by the board of directors of the New York City Green Coffee Association.

The committees and the coffee men on them include:

Finance and executive: H. F. Baerwald, chairman, J. G. Cargill, A. L. Ranschoff.

Contract: W. C. Englishbee, chairman, C. F. Corey, C. S. Mackey, F. M. Reuss, J. F. Smith.

Traffic and warehouse: R. A. Sutherland, chairman, F. P. Burnham, R. Hechko, C. P. Monahan, S. E. Newhoff.

Trade and statistics: J. A. Sherman, chairman, H. J. Burnett, J. T. Daly, H. M. DeHos, E. A. Karl.

Membership: John Heuman, chairman; John Tessitore, H. H. Whaley.

Arbitration: H. R. McComb, chairman; J. Delay, H. Horwitz, G. M. McEvoy, C. T. Ney, H. H. Whaley, P. Zimmerman.

By-laws: Charles Leister, chairman; J. R. Buckingham, M. C. Densen, V. J. Diez, D. A. Sparling.

Spot quotation: Fred Kohn, chairman; T. J. Mangieri, H. R. McComb, J. A. Sim, P. L. Stetzer.

Activities: H. M. Scheffer, chairman; Durand Fletcher, J. J. Malone, J. H. Myers, Fred Schoenlut.

Standard Type: J. G. Cargill, chairman, R. F. Balzac, John Colaciello, J. W. Finnerty, P. F. Sachs, Louis Schlesinger, R. H. Sues, Paul Zimmerman.

■ ■ Adair L. Pedrick has been named assistant traffic manager of the West African Division of the Mississippi Shipping Co., Inc., operators of the Delta Line, it was announced by Captain John W. Clark, president.

Mr. Pedrick has assumed his duties with the New York offices of the company.

Delta Line has regular sailings between U. S. Gulf and West African ports at three-week intervals.

A native of New Orleans, Mr. Pedrick served with the Lykes Brothers Steamship Co. for ten years, after January 1st, 1958, as traffic manager of its South African and East African service.

He is a graduate of Tulane University, where he received a bachelor of science degree in 1949.

He is married and the father of two daughters.

■ ■ Four members of the executive committee of the Pan-American Coffee Bureau attended ceremonies in Guatemala City last month commemorating the centenary of the first commercial exportation of coffee from Guatemala.

They were invited to the event by Miguel Ydigoras Fuentes, president of Guatemala.

Representing PACB were J. R. S. Hafers, Andres Uribe, Jorge Canavati and Carlos Cordero d'Aubouisson.

The ceremonies were held in the auditorium of the National Conservatory of Music and Scenic Arts. Speakers included President Ydigoras; Dr. Alberto Bolanos, president of FEDECAME; and Arturo Morales Flores, general manager of FEDECAME.

■ ■ Members of the trade here, as many as space would permit, went last month to a movie at the offices of the New York City Green Coffee Association.

The film, shown through the courtesy of the Kenya Coffee Industry, portrayed the growing and preparation of coffee in British East Africa.

■ ■ Al Galindo, who was connected with J. Aron & Co., Inc., New York City, for more than three decades until his retirement in February, 1957, is now in Jalapa, Mexico.

He is sales manager for Exportadores de Cafe de Jalapa, S. A., coffee shippers.

At J. Aron, Mr. Galindo worked his way up from the bottom. He eventually travelled for J. Aron to all Latin American coffee countries, and made many friends there.

He has handled all growths of mild coffees, including Africans.

After retiring from J. Aron, Mr. Galindo established his own business as agent and representative for various coffee shippers.

His wife and daughter are with him in Jalapa.

His many friends on Front Street wish him the best of luck.

■ ■ N. Ippolito, treasurer of the Pan-American Coffee House, Inc., is on an extended business trip in Brazil.

He left New York by plane for the coffee producing country.

■ ■ Captain Mario Lopes has been appointed agent in New York City by Lloyd Brasileiro.

■ ■ S. S. Chen, partner in the Eastern Tea Co., Taipei, Formosa, visited this country recently, and stopped off in a number of cities, including New York.

He attended the convention of the Tea Association of the U.S.A., at The Greenbrier, White Sulphur Springs, W. Va.

The Eastern Tea Co., Formosa, is represented east of the Mississippi by the Greene Trading Co., Inc., New York City.

■ ■ Up for membership in the Green Coffee Association is H. H. Nathaniel & Co., Inc.

Associated in the firm are H. H. Nathaniel, president of Nathaniel & Co., Ltd., Montreal and Adolph Whitestone. Mr. Whitestone was with Carl Borsch-

senius Co., Inc., for over five-and-a-half years prior to his current connection.

The new company will act as agents and brokers for British East African coffees.

■ ■ Also up for membership in the Green Coffee Association are the Bank of America and Brown Bros. Harriman & Co. These two firms have applied for associate memberships.

■ ■ Sergio Mallao, managing director of Mellao Nogueira, Sao Paulo coffee shippers, sailed earlier this month from New York aboard the Moore-McCormack luxury liner Brasil for Santos. He was accompanied by his wife.

■ ■ Mr. Mellao is also a director of the "Brasil" Bank.

Before reaching Santos, they visited Bridgetown, Barbados, B. W. I. and Rio de Janeiro.

The Mellaos live in Sao Paulo.

■ ■ Also aboard Moore-McCormack's Brasil were Mr. and Mrs. Ralph O. Brunssen. He is a special consultant to Leon Israel & Bros., Inc., in Santos.

■ ■ A new General Foods district sales and distribution center to serve metropolitan New York will be built in Clifton, N. J., starting early next year.

Completion is scheduled for August, 1960. The center will have 147,000 square feet of warehouse space and will also house offices among them headquarters of the area manager for the institutional products division and the Maxwell House district sales manager.

■ ■ Warren Dibbs, assistant manager of the Nestle Co. (Australia) Ltd., was visiting the United States recently. He was on a business trip which included Europe, as well as stops in this country.

Mr. Dibbs operates out of headquarters at Nestle's Dennington factory, in Victoria.

■ ■ The Green Coffee Bowling League's tournament is rolling merrily along.

Top team, at this writing, is Nathor, with 15 games won and 6 lost. Argentine, with 13 and 8, was tied for second place with Byrne.

Four teams were bunched at fourth place, with 11 games won and 10 lost: Woods, Ehrhard, Dreyfus and Force.

Both Bendiks and Aron had 8 won and 13 lost, and Maxwell trailed with 5 and 16.

Argentine has, so far, rolled the high team game, with a net of 868. Byrne was second in this category with 862, and Woods third with 859.

For the series, however, the high team was Woods, with a net of 2432.

The high individual game was scored by W. Grimes, who rolled a 234. T. Fallon chalked up a 223, L. Seitz a 219 and B. De Carlo also a 219.

Grimes also led with the high score to date for the series—594.

The Nathor team is happy about the fact that Grimes is a member of their aggregation.

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New Orleans Notes

By W. McKENNON

■ ■ Directors of the National Coffee Association, here for a meeting of their board, were honored by the New Orleans Green Coffee Association at a dinner at the International House.

The dinner was preceded by cocktails, with the Delta Line as hosts.

The directors were also entertained at the home of William Burkenroad, J. Aron & Co., Inc.

Serving on the New Orleans Green Coffee Association's committee in charge of the dinner were:

Louis Arnaud, Lafaye and Arnaud; Tom Buckley, Buckley & Forstall; Ed Lafaye, J. Aron & Co., Inc.; Austin O'Brien, Byrne, Delay, & Co.; and George Westfeldt, Jr., Westfeldt Bros.

■ ■ R. L. Williford, sales manager here for Wm. B. Reilly & Co., was a panel member at the Louisiana Retail Food Dealers' Association, Inc., at Monteleone Hotel, during the group's second annual convention.

■ ■ Mr. and Mrs. David Kattan have returned from a vacation in New York City, and he has flown to Honduras on business.

■ ■ Mr. and Mrs. W. H. Kunz, of W. H. Kunz & Co., are on the West Coast on business, and are expected to return the first of the year.

■ ■ Captain Clark, president of the Mississippi Shipping Co., has returned from Detroit, where he led a panel meeting at the annual Propeller Club convention.

■ ■ L. W. Snow, sales manager of the American Coffee Co., is back from a business trip through the Southeast.

■ ■ Harry X. Kelly, chairman of the executive committee, Mississippi Shipping Co., chairman of the third session of the Marine Section of the National Safety Council, in Chicago. He was also chairman of a panel discussion.

■ ■ Robert Dees, of Volkart Bros., Inc., and Mrs. Dees, are accepting congratulations on the birth of their son, Christopher M. Dees, on October 9th.

■ ■ Nominations for the 1958 recipient of the Theodore Brent Inter-American Award are being accepted by George S. Dinwiddie, president of International House.

The award, in memory of the late Theodore Brent, president of the Mississippi Shipping Co., is given annually to a recognized leader in Latin America who in his public and private capacity has rendered outstanding service, achievement and success toward better social,

educational, economic, cultural or political understanding and cooperation between the peoples and nations of the Western Hemisphere.

The award was established by the Mississippi Shipping Co., in 1945. The officers of International House select the recipient and handle the presentation.

Recipients of the award have included: Herbert Moses, Brazilian lawyer and journalist; Carlos Davila, of Chile, former director-general of the Pan American Union; Alberto Gainza Paz, Argentine Newspaper publisher; Manuel Mejia, a leader in Pan American coffee and Eugenio G. Mendora, Venezuelan industrialist.

■ ■ Members of the New Orleans Green Coffee Association who will serve on the entertainment committee for the Southern Coffee Roasters Association meeting are: Tom Buckley, Buckley & Forstall; Louis Arnaud, Lafaye & Arnaud; Austin O'Brien, Byrne, Delay, & Co.; Ed Lafaye, J. Aron & Co., Inc.; and George Westfeldt, Jr., Westfeldt Bros. Brunch will be served at the Court of Two Sisters.

■ ■ The annual outing of the New Orleans Green Coffee Association was held at the Lakewood Country Club, with some 90 members attending. Louis Arnaud, of Lafaye & Arnaud, was chairman of the gin rummy games, assisted by Tom Buckley, of Buckley & Forstall.

Milton Ruth, of Leon, Israel & Bros., Inc., was in charge of the golf tournament, and was assisted by Austin O'Brien, of Byrne, Delay.

Golf started at noon, with the top prize going to Mark Walters, of C. H. D'Antonio & Co. Gin rummy was played in the afternoon, with Albert Hanemann, of Hanemann and Cummings, taking the honors.

A fine dinner was served at eight.

■ ■ The Green Coffee Bowling League scores, as reported by Rodney Abele, Leon Israel & Bros., secretary of the League, are: First high team, three games, Buckley & Forstall, 2445; second, Dupuy Storage & Forwarding Corp., 2379; third, Bieh-Delta, 2343.

First high individual, three games, was Jack Taylor, of the J. Aron & Co., Inc., team, 569; second, Jerry Toca, Buckley & Forstall team, 559; third, Clifford Spuhler, J. Aron & Co., Inc., 546.

First high team game was rolled by Buckley & Forstall, 843. Second place was tied at 832 by the Dupuy and Aron No. 1 teams. The third high team game was scored by Bendiks, 814.

First high individual game was achieved

ed by Jack Taylor, of Aron, 212; second, Joe Bennett, Kentucky Warehouse, 210; and third, Clifford Spuhler, Aron No. 1, 206.

■ ■ Robert Hintz, Coffee Importing Co., Inc., has returned from a motor trip through the West.

today's woman—and premiums

(Continued from page 78)

and sometimes they create new work. As one housewife hanging out a huge wash remarked to her neighbor, "One advantage our mothers had—not everything in the house was washable." And washing machines mean washing more often. Appliances break down and need repair, etc.

And sometimes modern miracles make her feel inadequate in her traditional role, as if she isn't doing a full-time job. She throws the clothes in the washer-dryer, comes back later, and there they are, clean and fluffy. But she has never touched them. She feels no sense of pride—none of the satisfaction of contributing to her family.

Then, too, when she does things the instant way, she misses the fun of creating something simply for her own satisfaction. Popping a completely packaged meal into the oven is fine when she's in a hurry. But there's no joy of creating something—she hasn't done anything with her hands or her mind. Actually, many women, in a sort of reaction against such ultimate conveniences, are taking up gourmet cooking.

So, today, premiums that offer women ways to be creative—painting sets, gourmet cookbooks, ceramics, etc.—should be extremely successful. Helping women be creative in day-to-day tasks—the easy cake decorator, the vegetable decoration, salad beautifiers—offers great promise for the development of unusual premiums.

This does not mean the premiums which offer women convenience will not be successful. Women certainly want convenience. But if the premium which offers convenience is presented with a creative appeal plus the fact it is convenient—it will probably succeed in attracting many more women.

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AGENTS

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Equipment to buy?

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At the Grace Line's party for the coffee trade were (from left): Bert Fulmer, Peter Laricq, Doug Wood, Dick Wilcutt, Harry March, John Roddy, Ed Pattinson, Jack Moony, Irving Manning, Sidney L.

Feener, George McCord, Walter Rupp, D. N. Lillevand, Ed Malmgren, Lloyd Thomas and Harry Thompson. These pictures were taken by Max Kahn, of the Grace Line.

San Francisco

(Continued from page 83)

last month to attend the board meeting of the National Coffee Association.

■ ■ Joe Hooper, who has always liked to mull over figures and statistics, has now done it in a big way, in a book he has published, "The Flow of Coffee in the United States of America."

It tells about everything one would want to know about the flow of coffee in the U. S. and producing countries for the last eight years. If you get tired of figures, you can look at 84 graphic charts, easy to see and understand.

■ ■ The annual golf party of the Grace Line was held last September, with the consensus of opinion by the coffee boys that it was the best ever. The day was warm and pleasant in the beautiful setting of the East Bay Orinda Club. There were 96 visitors and 46 golfers. All that a guest had to do in the course of the day, for solid or liquid refreshments, was to sign his name to the tab.

Among the members of the Grace Line staff who were active as hosts were D. N. Lillevand, Harry March, Harry

Thompson, John Fletcher, George McCord, Don Volker, William St. Amant, Max Kahn and others.

Among out-of-town guests were Walter Dunn, of Dunn & Cain, Los Angeles, and Antonio Bonilla, of San Salvador. Those who won the golf prizes were Art Brinkerhoff, low net; Bert Fullmer, second low net; Malcolm Teller, low gross; Harvey Brockhage, second low gross; Joe Fitzpatrick, third low net; John Roddy, fourth low net; Ced Sheerer, third low gross; Jim DeArmond, fourth low gross; Walt Rupp, fifth low gross.

■ ■ George Moran, well known among coffee men, recently of Moore McCormack and formerly with Pope & Talbot, has quit the steamship business to take a position with the DeVoe Paint Co., marine paint division. He will cover the private steamship lines and his work will also carry him to the Navy.

■ ■ Eugene Laughery, president of The Coffee Brewing Institute, and Dr. Earl Lockhart, scientific director, were visitors to the Bay region last month. They visited with local coffee leaders and attended the meeting of the San Francisco Coffee Club.

Jack Leach, who is the western repre-

sentative of The Coffee Brewing Institute, recently gave a demonstration and talk before the hotel and restaurant school of the Washington State University, at Pullman, Washington.

■ ■ Ted Lucas, the treasurer at Folger's, was with a group of San Francisco business men who visited Russia recently. It was a most interesting trip, according to Lucas, but there was not much to learn from the Russians about coffee, for they are predominately a tea-drinking nation. He had an interview with the man who headed the "Proditorg," which is the food division unit of the nation, one of 15 covering every phase of Russian economy.

There seem to be no figures in Russia as to coffee consumption. It is not an important item to them. Coffee is readily available to tourists in the hotels at which they stop, and is of fair quality, but this for tourists only. Lucas tried to do a little promoting of Folger's Instant Coffee, but he did not think he had much success at it, for the time being, at least.

The delegation was a cross section of business men, sponsored by the World Trade Association of the San Francisco two weeks in Russia.

Postscript to airlines article

People in coffee and in allied fields liked the article, "The revolution in airline coffee," in our September, 1959, issue.

Many of you told us so, and we appreciate your comments.

We like best, however, the postscript to the article reported by the National Coffee Association in its News Letter. Here's what NCA said:

"An Association member received a letter from the Superintendent of Dining Service of United Air Lines last week announcing that the airline has adopted the approved brewing formula of one pound of coffee to two gallons of water.

"This changeover stems from (1) a feature story in

the September issue of COFFEE & TEA INDUSTRIES which, in a survey of the coffee-brewing techniques of five major airlines, called attention to United's brewing proportions of three gallons of water to one pound of coffee (60 cups to the pound); (2) a summation of the trade magazine story in the Association's News Letter No. 658; and (3) an exchange of letters between United Air Lines and an Association member who read about United's brewing formula and wrote the company's Dining Service criticizing its coffee."

United Air Lines, we might add, serves a lot of coffee. It ranked first in passenger volume in 1958.

It is now giving its passengers a better cup of coffee, with less water and more bean—the best of all tributes to editorial leadership and coffee industry initiative.

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